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| **Education** |  | **Primary, Secondary and High School**:  Saint Gabriel’s College  **College**:  Assumption University: Bachelor Degree BBA (International Business Management: Minor: Advertising management ) GPA: 3.15  **Higher Education**:  University of Nottingham (United Kingdom): Master of Art in Marketing: Dissertation; Advertising Effectiveness, The case of Emotional Ads  **Others Education:**  Gemologist Institution of America (G.I.A): Full Gemologist and Design |
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| **Experience** |  | **Media Intelligence Co., Ltd : Strategic Media Planner:** SPA Advertising Group (Nokia, CRC Ahold, Osotspa) : 2000-2001 At Media Intelligence, I responsible for developing Integrated Market Communication strategy and recommendation especially strategic media planning and implementation plan. For both ATL and BTL, including developing event marketing for Nokia (All Product line), Tops market Place, Vitamilk, M100 and M150 (Osotspa)  **Nokia:** Launch various model included “Buttlefly of Donnatella (8810), 8850, and Hi-End product line Mobile Phone for business series 9. All of which become great success of Nokia which support Nokia to become leader in the market. I also introduce Nokia to exercise their brand value to be the first brand who advertise on Cinema Box office in the Market. By convincing supplier and customer to utilize and explore the benefit of cinema box office which will be the mutual benifit for both. Responsible for report and contact to regional brand manager, I have to summarize all data and competitive analysis on monthly basis for the success of the campaign.    **Tops Market Place:** Introducing customer insight and developing branding strategy, “Mr. Right” campaign had introduced Tops market place to win the heart of target customer. It is the pioneer program which introduce special promotion for customer. Chosing the right media and vehicle, Tops market place become one of the supermarket brand for B, B+ and A customer till present  **M100 and M150:** I had a great chance to Introduce “Music Marketing and Media strategy” The successful campaign of “God Jakkapan Unrest Tour concert” The campaign serve customer objective to create awareness and penetrate target consumer nation wide.  Reason leaving: Universal McCANN Group Head recruit.    **Universal Mccann: Strategic Media Planner:** L’Oreal, Caltex, BUPA, Nestle (All Cereals Line) 2002-2003  At Universal Mccann, most of client were local and global. Responsible for developing and controlling strategic media campaign both ATL and BTL. Key contact for regional and head quarter agency. Developing strategic IMC campaign, consumer insight, competitive analysis for client.  The successful launch of “Nesfit”: launching Nesfit in to the market is challenging. The first Cereal target to health concern consumer especially woman white collar in the market. Recommending client to Tie-in event marketing with Lisa Magazine by developing “Healthy camp” we select 50 young white collar woman and arranging 3 days 2 nights in Huahin. The program educated target of what, where and how to live healthy with Nesfit. It become generic word for the gimmic of the campaign “Nesfit : Fit and Firm” It had been a great opportunity to create, implement and control this campaign and event during the period.  L'Oreal: Developing strategic IMC for all hair color and cosmetic product. The competitive analysis and consumer insight are significant and most vital in FMCG. Utilising more specific media and developing new emerge media are more efficient in term of ROI. Recommend client to employ more specific OOH media located on Bangkok landmark, bring more brand awareness and positive image of brand image during that time. L'Oreal is one of the first brand having activities with leading cimema and Electric train in Thailand.  Reason Leaving: Family Business  **Special case Jebsen and Jessen**  After I left UM, I had a chance to assist my friend in arranging one event marketing for Jebsen and Jessen.  The company would like to launch 3 new brands of digital camera in Commart Expo. I had an opportunity to utilized my knowledge and expertise in IMC especially consult with client on creating product positioning and branding strategy.  We arrange booth at commart exhibition start from concept, design, CRM program with target consumer during the time they visit booth. At the same time i also responsible for arranging PR and dealing with more than 50 PR agency and News reporter at Queen Sirikij Convention center. The venue utilized to introduce CEO of each brand (Samsung Digital camera, Sigma, and Cannon) to PR and News reporter.  Having a great opportunity to involve with this project from the start till the end, bring me more expertise on how to develop team concerning their job responsibility. It also gave me more expertise on how to manage each team member, how to negotiate with supplier and most important, how to convince, manage and win the heart of client. The learning of the whole process make me realize how great project management bring about satisfaction of every party involved.  **Joaillier De Bangkok Co., Ltd: Managing Director, Amorn Jewelry : Marketing Manager:** Full service of design and production of silver jewelry for export: Customer; ICELEA, Beauty Gems 2007-2011  Managing Joaillier De Bangkok, I had a chance to employ every aspect of knowledge and expertise. Controlling manufacturing process of Jewelry, marketing and sale locally and internationally, I had to develop corporate strategy plan in every perspective, manufacturing plan, Ex-Im Plan, Marketing and Branding Strategic development and Implementation plan. Event marketing at Impact Convention Center : “Bangkok Gems and Jewelry “ and “Hongkong Gems and Jewelry International : Hongkong International Convention Center”  Reason Leaving: Explore new opportunity and business sector (especially Government Unit)  **Boonjin Enterprise Co., Ltd: Project Director:** Key achievement; 209 MB Proj with Royal Thai Police; 2011-2015  At Boonjin Enterprised, Project Director, a truly key role in business development, sale and CRM. I responsible for develop new customer especially government sector. The key success is with Royal Thai Police, by suppling M4A2 composition (silencer, 3x periscope and Red dot) 1500 sets value 209 MB. The project start from customer insight research develop by me. After that, i submit recommendation to Royal Thai Police on Southern section. Asking them for special product exhibition, the product become one of the best semi-machine gun kit possibly available to help Thai police in tactical engage with terrorist.  Reason Leaving: Setting up MARCOM company serving government sector.    **TAAPAX (Thailand) Co., Ltd: Founder and Managing Director;** Key Achievement; 24.9 MB Advertising Campaign; Fisherman (TV, BillBoard, Newspaper) 2012-2015  An opportunity for me to employ and utilized my IMC and marketing expertise on strategic media development come again when I have a chance with TAAPAX.  The key success is to introduce and won the campaign with Ministry of Labour. During that time, the MOL dealt with the illegal labour fluctuation to Thai market. The campaign objective is to serve new promotion of MOL which intend to allow illegal labour to become legally labour.  Utilizing TV Pr campaign together with newspaper and radio, all of which to the right target, bring the success of reach and the right frequency. More than 80% of illegal become legally labour within 3 months  Reason Leaving: Sell company and looking for new experience.  **Additional information:**  Media Intelligence:  Report to: Group Head , Media Director and Managing Director  Co-operation with : local and regional  Group Member: 5 (included me)  Universal McCann:  Report to: Group Head , Media Director and Managing Director  Co-operation with : local and regional  Group Member: 4 (included me)  Joaillier De Bangkok:  Report to: Managing Director (self monitor), and update status with client (Thais, Canadian, American, Israel, Iran, HK, Indian, and Dubai)  Employee: min 40- max 60 (average factory 50, office 10)  Boonjin Enterprized:  Report to: Managing Director  Co-operation with: Government sector  Group member: 8  Taapax (Thailand) Co., Ltd;  Report to: Managing Director  Co-operation with: Government sector  Group member: 15  **Skil**  Marketing Management  Market Communication and Brand Strategy  Digital and Virtual Marketing  Social Media Marketing  Presentation  Sales and close deal  Data mining  Data Analysis  SPSS  Ac Nielson Ad watch  Competitive Analysis  MS Office |
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