**Work experience**

Patipat is a highly professional IT driven person who specializes in business computer and technology management. A very strong leadership, self-motivated, result-oriented and highly focused on team development and cultivate team relationship. With more than 12 years of experience in IT, digital advertising and marketing businesses, he is part of senior management team, offering best possible recommendations and business solutions to business unit, both at executive and operation levels.

**Core competencies**

“Patipat is able to look at the big picture from a strategic viewpoint and can be counted on to render a forthright assessment of any situation.”

* **Trusted Business Partner**
* Global operations
* Flexible Solutions
* Strategic Roadmaps
* New Revenue Streams
* Team Mentor
* Executive collaborator

**Professional Achievements**

* Strategic planning and leading team to manage the data warehouse system to consolidate various sources that support consumer behaviors analysis across brand’s level
* Reduce 5x resources from monthly operation with creation of Facebook Content Management system, which automate pull content from Facebook, prepare data for content evaluation and generate reports
* Initiate and implement the on-ground activation solution for clients
* More than 100,000 reduction (10%) in annual internet cost with restructuring office infrastructure. Bandwidth usage efficiency improved by 25%
* Create in-house platform to reduce workload, data tools

**Skills**

* Problem solving
* Network & IT application operation
* Risk assessment
* Client – Server technology
* Cost control
* Vendor negotiation
* Data warehouse
* Platform development

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| **Language** | | |
| * Thai | * English |

**Education Background**

May, 2004 (one project pending) Master of Business Administration,

Technology Management majoring

Assumption University

May, 1996 – April, 2003 Bachelor degree of Business Administration

Business Computer majoring

Assumption University

May, 1993 – April, 1996 M.6 Certificate

Horwang School

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**Employment History**

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| **e-commerce project consultant** | **Oct, 2014 – June, 2015** |
| **Grocerlock co., Ltd.**  Roles & Responsibility | **Chaophaya Web** |
| **Technology Consultant**   * Providing consultation business development, architected websites, directed web design & development of e-commerce platforms. * Manage all resources and tasks related to a given e-commerce project * To support E-business site operations and order management/fulfillment including development, integrations, optimizations, and technology updates needed * Developing, improving system and processes constantly to drive Operation efficiency to meet business KPIs and customer satisfaction. * Technical lead on implementing electronic locking system   **Business Development**   * Coordinate and Work closely with internal marketing and external web developers to optimize online activities to maximize online sales * Work with marketing to develop seasonal and promotional product releases and propose merchandise categories to complement the marketing calendar * Track online marketing budget and online advertising spend by channel and brand to maximize ROI. * Providing consultation to team to integrate online and offline activities | |
| **Associate Technical Director** | **July,2011 – Apr, 2014** |
| **The New Media Edge Co., Ltd.**  Roles & Responsibility |  |
| **Campaign Management**   * Providing consultation to business team and client for strategic planning and technology perspectives * Supporting business team on project delivery / campaign management regarding technology, data analysis, reporting and improving work efficiency by selecting the appropriate tools * Set strategies and execute plans to deliver quality service, increase site conversion and develop new and improve existing online platform * Interpreting data and making business recommendations   **Digital Acquisition**   * Leading and managing Digital Acquisition team (Using media to acquire leads for specific product) * Providing consultation to internal business team and also to clients * Providing analysis reports (CPM, CPC and CPA) and conversions * Working on customer segmentation, profiling, and targeting   **Technology Management**   * Supporting Digital Media Team on providing platform knowledge and also making platform evaluation * Providing consultation to Digital Content Team on several aspects (Social Network, SEO, CMS Tools and Reporting) * Guided business development, architected websites, directed web design / web development of e-commerce platforms. * Providing e-commerce & eMarketing consultation * Providing consultation on Database management (create data warehouse, data manipulation) | |
| **IT Manager** | **Apr., 2009 – June, 2011** |
| **The New Media Edge Co., Ltd.**  Roles & Responsibility |  |
| * Implementation and maintenance of domain controller, file sharing, backup, office network * Assisting client service team in campaign analysis * Managing servers both in office and IDC * Liaison with vendors and external partners to negotiate price, control cost, review contract * Taking care of offices: moving, renovating, regarding electricity, telephone, IT infrastructure, interior decoration etc. * Setting up an acquisition team | |

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| **Technology Manager** | **Apr., 2008 – Mar.,2009** | |
| **Digital Marketing Solutions Co., Ltd.**  Roles & Responsibility | http://pr.syndacast.com/gb/uploads/118/dms.jpg | |
| * Design HA and no SPoF system for Microsoft Thailand portal site (msn.co.th) by utilising Microsoft technology such as MS SQL server , MSCS , NLB * Maintaining office network and servers * Liaison with vendors and external partners to negotiate price, control cost, review contract * Supporting cPanel & Plesk web hosting control panel for both internal and external customer * Assisting Client service as technology consultant | | |
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| **Technical Manager** | **Dec., 2007 – Mar., 2008** | |
| **NewMedia Co., Ltd.**  Roles & Responsibility | | |
| * System consultant and System Implementation * Managing internal and external server | | |
| **Supervisor** | | **Jan., 2007 – Nov.,2007** | |
| **Smile Interactive Co., Ltd.**  Roles & Responsibility | |  | |
| * Solving technical problem for customer * Designing and providing cost estimate for new project * Recommending and implementing a radio online system * Recommending and implementing internal workflow * Customer Relationship Management * Co-system administrator (Linux server) : with CentOS base and apache * System administrator (Windows server) * System consultant and System Implementation * Pre – sales for radio online | | | |
| **Technical support** | | **Nov., 2004 – Dec. 2006** | |
| **HostPacific.comPacific Net Venture Co., Ltd. (Hostpacific.com)**  Roles & Responsibility | | | |
| * Solving technical problem for customer * Recommending a suitable solution for customer (as IT consultant) * Customer relationship management | | | |

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| **System administrator** | | **May, 2002 – Sept., 2004** |
| **http://www.webstarthai.com/images/logo.gifWebstar dot com (Thailand) Co., Ltd.**  Roles & Responsibility | | |
| * Managing office network system * Managing internal and external server * Managing office internet security | | |
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