SHAWONNAT (FAHN)   
TIPANANSANTIPOB

0992415419

[shawonnat@gmail.com](mailto:shawonnant@gmail.com)

**EUDUCATION**

**Year 1999 – 2004 Bachelor’s Degree**

Computer Science of Bangkok University

GPA 2.5

**Year 1997 – 1999 High School Diploma**

Math & Science of St. John University

GPA 2.7

**ABOUT ME**

Shawonnat Tipanansantipob

DOB 16/11/1978

Thai nationality

Live in Bangkae, Bangkok

Salary negotiable

**1-month availability**

**SKILLS**

**OBJECTIVE**

Seek to work in an environment that will challenge a marketing strategy or business/market development position. Analyze and improve marketing, sales and operational performance. Develop products, markets and relationships; while allowing me to contribute to the continued growth and success of the organization.

*“Obtain a challenging leadership position applying creative problem solving and lean management skills with a growing company to achieve optimum utilization of its resources and maximum profits.”*

**WORK EXPERIENCE SUMMARY (12 Years)**

**April 2016 – Present**

Lub d Hostel (Subsidiary of Narai property group)

Digital Marketing Consultant

**June 2015 – January 2016 (6 months)**

Inspire Ventures

Head of Marketing

**January 2015 – Present (Over 1 Year)**

Baan Mai Printing (Home business)

Business Manager

**August 2012 – January 2015 (2 Years in International Company)**

Efficient English Services Limited. (Wall Street English)

1. Marketing Operation Manager (Director Level)
2. Digital Marketing Manager

**August 2007 – July 2012 (5 Years in International Company)**

Jobs DB recruitment (Thailand) limited (JobsDB.com)

Business Manager (Senior Management for 88DB.com, Openrice.com and Ezyjob.com)

**August 2004 – July 2007 (3 Years)**

Bangkok Airways Company Limited.

Supervisor Webmaster (Bangkokair.com and Siemreapairways.com)

**July 2003 – July 2004 (1 Year)**

Premier Print & Product Company Limited.

Webmaster (Marriottdining.com, Thaiassosiatespa.com, Manohracruises.com and etc.)

**WORK EXPERIENCE**

**C:\Users\Shawonnat\Desktop\logo.pngLUB D HOSTEL**

**Silom district, Bangkok, Thailand**

*April 2016 – Present*

**Digital Marketing Consultant (Contract)**

|  |  |  |
| --- | --- | --- |
| Direct report | 1 Subordinates | KPI |
| Trystan Trestchenkoff,  Digital Marketing Director (France) | Marketing Supervisor | 1. Room booking 2. Social media engagement 3. Brand awareness |

**Responsibilities**

*Innovative and effective strategies for online marketing; SEO, SEM, social media, agency sales, online branding presence, activity and acquisition*

**INSPIRE VENTURES**

**Ekkamai district, Bangkok, Thailand**

*June 2015 – Present (6 months)*

**Head of Marketing**

|  |  |  |
| --- | --- | --- |
| Direct report | 6 Subordinates | KPI |
| Quan N. , Co-founder (Vietnamese American) | 2-Designer  1-Creative copywriter  1-Marketing manager  2-Campaign Specialist | 1. Number of app installs, registers and deliveries 2. Social media engagement 3. Brand awareness |

**Achievements**

* Achieved the app installs over 400% for three months in a row
* Achieved the registers and deliveries every month
* Growth rate month by month up to 55-70%

**Responsibilities**

*The marketing team works like the small in-house agency. The responsibility is about to support all “Labs” business under “Inspire hubs”. It has been three products on the go; Deliveree (Mobile application), ProMandate.com (B2B website) and Tapsey (Mobile application).*

***Digital Strategy***

* Establish a vision and communicate the vision for digital
* Define and track key strategic metrics to drive top-line business objectives.
* Establish and monitor key KPI’s to drive business objectives.
* Develop and execute demand-generation programs based on best practices frameworks including buyer’s journey mapping, persona profiling, content strategy, campaign design, and pipeline alignment.
* Develop and roll out best practices and standards across Blackboard’s marketing organization and promote a culture of shared best practices across the company.
* Establish measurement methodology and analyze ROI and key metrics (e.g. site traffic, visitor paths, conversion rates) to optimize web forms and search and online marketing spend

***Manage & Develop***

* Build a strong, effective marketing team.
* Hire, grow and lead talent.
* Provide vision for marketing efforts and connect back to team’s day-to-day work.

***Digital Implementations***

* Lead all digital marketing, website and media efforts.
* Lead digital, creative and marketing teams through implementation via briefs, reviews, feedback and direction.
* Build objectives and KPIs for all digital efforts and report out results.
* Partner with segment marketing managers to support integrated marketing campaigns targeting key segment persona
* Lead a team of direct reports, contract employees, and agencies responsible for marketing automation, SEO, paid media/SEM, and social media.
* Own all website, social, mobile and related projects and efforts.
* Coordinate all activity with corporate stakeholders, sales leaders, operations teams and field leaders.
* Own and track all digital budgets.

***Integration with IT***

* Own implementation and tracking of Marketing Technology Roadmap.
* Lead for IT integrated projects.
* Develop strong working relationship to IT.
* Recommend ways-of-working and integration methods

***Sales & Operations***

* Be a key liaison and partner with the sales team to build solutions that generate leads, increase sales, increase understanding of customers experience and help to retain them.
* Streamlining operations, improving digital experiences for all constituents and bringing innovative solutions to the table are key objectives to help the business reach the KPI.

**BAAN MAI PRINTING**

**Bangbon district, Bangkok, Thailand**

*January 2015 – Present (Over a year)*

**Business Manager**

|  |  |  |
| --- | --- | --- |
| Direct report | KPI |  |
| Natranate T. , Owner (Thai) | To expand the new client database  To achieve the sales target | |

**Achievements**

* Achieved the new client and sales target
* Increase the digital printing order ratio up to 30%

**Responsibilities**

* End to end business management responsibility with revenue & profitability target.
* Full visibility, complete power mapping of client demand
* Increase number of digital printing client in line with company's guidelines and objectives.
* CRM & account management
* Warehouse and material management

**EFFICIENT ENGLISH SERVICES LTD.**

**Silom district, Bangkok, Thailand**

*August 2012 – January 2015 (2 Years)*

1. **Marketing Operation Manager**
2. **Digital Marketing** **Manager**

|  |  |  |
| --- | --- | --- |
| Direct report | 52 Subordinates | KPI |
| Mr. Marc Nussaume, CEO (France) | 4-Digital Marketing  2-Partnership  25-Telemarketing  20-Direct Sales Force  1-Business Analyst | To achieve sales target by provided the quality supply to center as planning. |

**Achievements**

* Achieved digital lead target by over 100% for eight centers around Bangkok every month
* Implemented the digital marketing campaign (SEO, SEM, and Social Media) and firmly integrated of marketing channel with adequate controls, resulting in greater and a ฿1M reduction in costs.
* Achieved to reduce the cost per lead from 350-500 THB to 40-80 THB
* Produced to increase the digital lead supply contribution to be 25% from 13% of 2014
* Push down the bound rate from 90% to be 23% within one month
* Achieved to increase revenue from marketing operation supply to be 44% from 31% of 2014, especially from digital channel at 25%.
* Achieved sales target and 58% marketing saving cost under unstable political situation in January 2014
* Determined the right key metrics to identify gaps and conduct territory analysis to increase traffic to the center at a right moment of sales cycle.
* Achieved to encourage the old prospect back to visit a center and buy the course by retargeting marketing.
* Developed team skills by enlisting local staff training experts and utilizing resources available
* Improved sales materials for each client segmentation and showcased the success story for each center to increase the sales opportunities and % closing rate.
* Directed robust redesign process of consumer buying decision in a rapid 14-day cycle, increasing revenue by 30% by content marketing, creative design, and engagement.
* Drove direct sales force team and telemarketing by daily basis and review daily action plan to ensure 100% support the sales team to reach over sales projection for each week until month end.

**Responsibilities**

Leading the team to provide the quality lead to 8-center in Bangkok and Chiang Mai by focusing on digital marketing as the majority. Responsible for marketing strategies, business planning, brand positioning, marketing communication, agency management, PR and budgetary control. Develop the acquisition and retention campaign, execution integration to across all media. Managing the online brand, premium English school image, and reduce the adverse comment to damage business. Motivated the team and provide the right training to build the strong team. To break down my duties, please find the lists below.

***Business Management***

* Agreeing with annual budgets and producing a detailed annual business operating plan are tasks to deliver as well as monthly, quarterly or annual targets for revenue, profits, and cash.
* Develop the business plan for the entire company taking into considerations of factors such as analysis on market data, target market segments, SWOP analysis, resource requirements etc.
* Managing operations within the country (9 centers) including financial consideration such as financial budgets/ target sales, sales revenue, profit & loss, net profit etc.

***People Management***

* Accountable for managing the performance of each team member, ensuring maximized productivity and results; while providing consistent feedback, coaching, training, and performance management, as needed.
* Maintains a proactive candidate pipeline in order to be able to churn bottom performers confidentially
* Ensure business goals are clearly communicated and understood.

***Financial Management***

* Drives revenue for the company by efficiently and consistently ensuring their sales team is selling all products and services at competitive prices while maximizing revenue opportunities.
* Drives conversion of all products through effectively following the sales process, ultimately resulting in a positive impact on the occupancy and profitability.
* Drives price through managing margins and developing pricing plans.

***Sales & Marketing***

* Setting sales and marketing supply target for each channel and center altogether with the action plan for short, medium and long-term to ensure that revenue can meet the goal by monthly.
* Track and analyze sales performance and the monitor market trend of supply and demand. Develop pricing strategy and manage sales activities to secure high-profit margins and increased sales revenue.
* Profile and identify new prospects for lead generation and sales prospecting campaigns.
* Develop and execute the plan with tracking performance by hourly, daily, weekly and monthly.
* Oversees the daily call center operations; ensure activities run smoothly and efficiently.

***Digital Marketing***

* Leading the digital advertising initiative, including managing the development of content, creative and media programs participating in the value proposition development.
* Develop campaign and integration with digital channel (SEM, SEO, Email Trigger, Facebook, Twitter, LINE, Instagram, and YouTube).
* Build a strong relationship with both creative and media agencies to create great work with closely tied together between media and messaging.
* Track and manage all acquisition expenses (people, technology, media and vendors) related to lead generation activities, measuring against specified financial expectations, and determine and execute corrective action as needed
* Manage the Marketing Analytic efforts to drive deep understanding of user behaviors on and off the product that can drive future marketing efforts.

**JOBS DB RECRUITMENT (THAILAND) LIMITED**

**Sathorn district, Bangkok, Thailand**

*August 2007 – July 2012 (5 Years)*

Under the one umbrella of JobsDB holding company limited where located in Hong Kong, there were many kinds of online business on hand. The business objective was targeting to roll out those interesting businesses into JobsDB operational network; there were Hong Kong, Singapore, Indonesia, Philippine, India, China, Malaysia and Thailand. For the Thailand, there were 88DB.com and Openrice.com, which had established the business for last many years.

**Business Manager**

*For the three businesses, Openrice.com is online restaurant reviews; 88DB.com is online service classified, and Ezyjob.com is online job classified for low to medium market target.*

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| --- | --- | --- |
| Direct report | 37 Subordinates | KPI |
| Mrs. Satinee Mokaves, Managing Director (Thai)  *Working closely with head quarter team (Hong Kong)* | 10- Marketing  21-Telesales  5-Customer Services  1-Business Analyst | To achieve sales target  To achieve acquisition target |

**Achievements**

C:\Users\Shawonnat\Desktop\openrice_logo.png***Openrice.com (7 months)***

* Establish the business in Thailand and set up the sales, marketing and service team.
* Achieved 200% restaurant database target in Bangkok and major cities with fastest data collection in regional within three months.
* Traffic increase by digital advertising; Facebook, Google ad, SEO, website and mobile application.
* Demonstrate SME knowledge of online review benefit.
* Initiative and executed the monthly campaign of “Snap & Share” to boost the restaurant reviews and get the point for redemption.
* Partnership with famous of hotel to have the dinner party by food bloggers group.

***88DB.com (2 years 1 month)***

* Revamp internal process by setup the sales, services and marketing team to prepare for the selling.
* 80% of ad classified to be number top three of Google search result
* Reduce the budget less than 100K THB for Google advertising
* Be the top three ranking of Truehit.com under service category
* Increased the website traffic by 300% or average of unique visitor 70K per day (2M/month) by SEO
* Number of Facebook talking about increased 30% of people like the fan-page
* Achieved increasing the customer's response rate by bringing the good traffic to the ad and modify ad to get the higher chance of order; the result was of robust digital content marketing and page design.

***Ezyjob.com (2 years 6 months)***

* Brand Repositioning and set up the sales, services and marketing team
* Be the top ten ranking of Truehit.com under job category
* 100% increased organic traffic by SEO
* 150% increased referral traffic from job alert application by Email Marketing
* 100% increased client database by website content and customer journey analysis
* Created a multi-format CV for each segmentation with real-time feedback from the employer

**Responsibilities**

C:\Users\Shawonnat\Desktop\openrice_logo.png***Openrice.com (7 months during Jan to July 2012)***

Key objective was about the acquisition of number of restaurants, members and reviews.

In the beginning, restaurants acquisition was focusing on the Bangkok, six cities around Bangkok before step on to other major cities like Phuket and, Pattaya. To build the member database, marketing provided the redemption campaign called “Snap & Share” to encourage member to write the natural online review both positive and negative as regularly. To build the trust of restaurant and create the platform to measure the walk in traffic increasing from openrice.com by doing partnership activities.

*Here is the key highlight on my duty at Openrice.com*

* Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
* Analyzing market strategies, deal requirements, potential, and financials evaluating options; resolving internal priorities; recommending equity investments.
* Grow and retain key strategic and traffic of partners and website visitors
* Developed and deployed of new APIs, banners, links, social media, online community and other pieces of marketing technology and worked closely with Hong Kong team to support.
* Monitors the accuracy and efficient distribution of sales reports and other intelligence essential to the sales organization.

***88DB.com (2 years 1 month during Nov 2010 to Dec 2011)***

Key objective was to drive SEO traffic to ad classified. To help the customer’s ad was to be the top ranking in Google Search Result. Bring the good traffic to the ad and improve the content and appeal of the ad classified to get a chance to make an order. Marketing mission was producing the marketing campaign to increase the member base, number of the ad posting on the website and stimulate the decision of the visitor to buy the service of clients. To build customer trust, it was a must to bring the response rate to the client via call-in, booking or end up with sales for evaluation their investment.

*Here is the key highlight on my duty at 88DB.com*

* Push full effort of SEO on the website to significantly increased traffic to ad classified for sales
* Revamp the website to increase response rate of buyer and seller with content marketing and creative.
* Daily tracking performance of SEO on-page and off-page to ensure the traffic target is on tracking and effectiveness in accordance with the action plan.
* Manage overall sales, gross margin, planning, and marketing objectives
* Kept ahead of the competition using SWOT analysis and outside the box thinking to create the new feature by collaborated with Hong Kong team to develop and roll out the neat feature to all regional.
* Initiative and executed the video advertising to introduce the small to medium service business.
* Initiative the new module of income on the website to increase the business values.

***Ezyjob.com (2 years 6 months during Apr 2009 to Oct 2010)***

Key objective was about to acquire the new CV and job posting to meet the monthly target. To drive the sales team to find the appropriate company to post a job on the website for sales the job posting.

*Here is the key highlight on my duty at Ezyjob.com*

* To established the right market position in branding and set up the sales, customer service, marketer and programmer team.
* To revamp the website with fully integrated SEO structure and faster page loading
* Number 2 of highest apply rate and CV acquisition in career exhibition for two years in a row.
* Initiative, the new feature to make people feel free to drop CV and come back to update the profile frequently.

****BANGKOK AIRWAYS CO., LTD.**

**Chatuchak district, Bangkok, Thailand**

*August 2004 – July 2007 (3 Years)*

**Supervisor Webmaster**

|  |  |  |
| --- | --- | --- |
| Direct report | 1 Subordinate | KPI |
| Mr. Peter Wiesner, Senior Vice President of Marketing (Switzerland) | 1-Jurnior webmaster | To achieve online sales target |

**Achievements**

* 200% increased revenue from internet selling
* 100% increased organic traffic from SEO
* 50% reduced page loading by CSS responsive (No one using in Thailand yet for airline website)
* Integrating online hotel booking by Octopus and create another channel of company income.
* Released the Chinese and Japanese version with international translator outsourcing.
* Developed the digital marketing survey campaign with real-time result
* Developed the Siem Reap Airways website; subsidiary of Bangkok Airways
* Optimized online booking process in order to increase highest customer satisfaction experience

**Responsibilities**

* Revamp website and booking process to deliver the best user experience in premium class
* Functioning closely with engineering team to develop features that make users more productive & efficient.
* Implement and manage SEO, SEM, Email Marketing and digital campaign to boost the digital booking.

**PREMIER PRINT & PRODUCT CO., LTD**

**Klongsan district, Bangkok, Thailand**

*July 2003 – July 2004 (1 Year)*

**Webmaster**

|  |  |  |
| --- | --- | --- |
| Direct report | Business industry | KPI |
| Mr. Ram Sachdev, Owner (Indian) | Small advertising agency | Deliver the project on-time |

**Achievements**

* Developed a new dining website of Marriott Hotel and JW Marriott Hotel.
* Developed a new website for Thai Spa Association
* Created an email marketing campaign and Newsletter for client
* Developed online reservation for Manohra Cruises

**REFERENCE**

1. Kanjana Amornsawatsiri  
   Manager of CEO office  
   Bangkok Airways Co., Ltd.  
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2. Satinee Mokkavat  
   Managing Director  
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