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**SIRAWAT SILATHADAVIROJ**

**292/32 Lanluang Road Mahanaka, Dusit Bangkok 10300+662-282-0453 (Home), +668-4459-6905 (Mobile)**

**E-mail: smart282@gmail.com**

**POSITION SOUGHT:**

**PERSONAL:**  Date of Birth: July 6, 1977 Sex: Male Marital Status: Single Military Status: Graduated to the Military training course Height: 173 cm Weight: 85 kg Hobbies: Reading, swimming, traveling and music listening

**EDUCATION:** Ramkhumhang University, BangkokBachelor of Business Administration, Aug 1999 Major: Financial and Banking BENJAMABORPIT Secondary School

Diploma March 30, 1994

**Extracurricular Activities:**

Member of Sightseeing Club

**Skill:** Proficiency in using the following computer software Packages: Microsoft Office, Outlook, and Mozilla firefox **Language:**

English: Excellent

**EXPERIENCE:  Krungthai Card PCL.**

**(Assistance Manager - Merchant Acguiring Business) Date (01/10/2014 – Present)**

**Duties -** Plan and manage process and operations of EDC/mPOS terminal

and network. I have to work closely with the Merchant Operation Service

team to manage and solve the problem and make it sure all our new

merchants can get their EDC and mPos to smooth running for generate the

merchant sale volume to our business.

* Negotiate MDR% (Merchant discount Rate) to new merchant and

suitable for business catagories in alignment with network partner

e.g.VISA,Master and JCB.

- Plan and manage acquiring of merchants to meet monthly and yearly target of numbers of new merchants and merchant sales volume. Resolve issues with merchant, vendors, and other business sections within the Company.To monitor operations to meet with internal requirements and external regulations.

- Manage, monitor, train and guideline the team player in properly performing their duties and responsibilities in the sale target either to number of new merchant and stimulate their merchant partner to generate the sale volume.

- Prepare and arrange the monthly report direct to Vice President of Mechant Acquiring Business, and prepare the reports for the CEO in the monthly meeting.

**Key Achievement :**

1. To Be the pioneer who started up the Telesale Merchant Acquiring Team to KTC.
2. To generate the number of new merchant and sale volume at least 4 millon baht per month but we can over the target average 10% per month
3. To drive the merchant group I (Inactive Merchant) to generate sale volume at least 5million baht per month to achieve the KTC target. But we can reached the sale volume to over target about 200%

To Be the pioneer who started up the Telesale Merchant Acquiring Team.Telesale Merchant Acquiringwill be responsible to increase the number of new merchant who need to accept the KTC credit card payment and drive the merchant to reached the sale volume of KTC target about 4 million baht per month. But the telesales team was contribute sale volume to KTC more than 5 million baht per month . Telesale Merchant Acquiring team

**EXPERIENCE:** will be responsible to the merchant who not generate the sale volume (Inactive merchant). The telesales team will be contact to the existing merchant who inactive sale volume, find the reason and solve why they didn’t generate sale volume and solved it. The first three months that telesales team handle the existing merchant (inactive) we can generate the sale volume from their merchant about 80 million baht

** American Express Thailand**

**(****[Executive - Acquisition & Partnership](http://www.linkedin.com/search?search=&title=Executive+-+Acquisition+%26+Partnership&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title" \o "Find others with this title))**

**Date (01/07/2013 – 30/09/2014 )**

**Duties-** To support and build our capability for Growth, Acquisition will be the core engine to bring the growth of new cards and new billing to our portfolio in Thailand. One of the main part to drive the growth of acquisition is to expand the prospect database thru the partnership and digital marketing /social network. To support this growth strategy and I will be responsible for expanding, deepening and leveraging partnership in expanding our prospect database as well as soliciting benefits for Card products and Marketing Programs.

**Key Achievement :**

1. To contribute new partnership to American Express such as BMW, The Promenade and Fashion Island member to share the new prospect list to acquire new card member.
2. Set the marketing campaign to the prospect customer ; 200 ROP Point for the invitation card holder.
3. To increase the number of new card member to American Express more than 10% from partnering campaign.

**Reason to leaving** :

To get the new challenge from KTC and new career path to the function of Merchant Acquiring for the credit card business.

** American Express Thailand**

**( Personal Selling Team Leader )**

**Date ( 01/12/2012 – 30/06/2013 )**

**Duties –** Responsible for team target achievementof new THAI Platinum GRCC (American Express credit card) and Platinum RCP card (Charge card) acquired.

**EXPERIENCE:** - Monitoring productivity and efficiency of team member to drive number of NCA, activation rate and billed business acquired (BBA). Responsible for on the job training & sale coaching for team members.

- Identify gaps and areas needed for improvement for team member and is able to recommend Sale Effectiveness team develop training and specific refreshment program.

- Support team member in daily operation work to ensure application quality and team’s achievement.

- Responsible for internal communication to ensure all policies, news update will be cascaded effectively to all team members.

- Responsible for daily, weekly and monthly of sale relevant reports and able to analyze and recommend the action plan to leader to improve productivity of team member e.g. call report, productivity report and etc.

- Ensure team members reach the standard of sale and service quality and comply with the company and department rules, control and compliance policies.

- Monitoring team morale and maintain minimum staff attrition rate.

**Key Achievement :**

1. To responsibility to the sale team to drive number of new card members and contribute the good service to existing and prospect customer.
2. To generate the new card member to Amex more than 10% to target and increase card usage volume to reached the target
3. Get the good opportunity to promoted to [Executive - Acquisition & Partnership](http://www.linkedin.com/search?search=&title=Executive+-+Acquisition+%26+Partnership&sortCriteria=R&keepFacets=true&currentTitle=CP&trk=prof-exp-title) role. This position was the pioneer acquisition & partnership team in Thailand.

** ACE INA Oversea insurance**

(Telemarketing Supervisor)

**Date** (01/05/2012 – 30/11/2012) **Duties - Manage and Supervise Telemarketer** To ensured that they meet / exceed their agreed KPIs for sale result and telemarketer activites (Sale, Occupancy and QA)To provide coaching to new TMR. To review goals for each TMR base on daily, weekly and monthly management reports. To motivate TMRs

To proactively review scripts to make it more attractive (Align to compliance). Advise appropriate of unusual and /or trend adversely or positively affecting customer satisfaction.

**EXPERIENCE:**  - **Quality to calls** To ensured the quality and accuracy of call are base on agree,

comfirmed script and QA guideline. To paticipate in QA calibration exercises and contribute to any changes in script where necessary. To monitor call and provide feedback to TMRs to ensured that average QA score are above target 85%  **Key Achievement :**

1. To train the new sale who doesn’t have any sale skill to be the top sale after 3 month periods.
2. Drive the number of new policy to over 20% of target

**Reason to leaving** :

To got the new challenge to American Express.

** Ensogo Company Limited**

(Senior Inside sale Executive) **Date-** (03/05/2011 - 30/04/2012)

**Duties –** Look after the Juniors in team, observe and give the advice, guild line and training.

-Distribute the assignment for team to responsible for each deal.

-Take care of the company's pipeline performed the scheduling functions.

-Working closely with partner's operation team to demonstrate the dashboard back office system, in order to be prepared to provide the fully outstanding services to end-user.

-Scheduling of deal launch dates – ensure best mix and avoid category conflict.

-Facilitate with partner merchant on all final content approval and coordinate between Marketing Consultants and Production Dept. on any last-minute changes to content

-Gather information and provide campaign performance reports to merchant partners.

-Ensure partner merchants are happy with our service and escalate any issues to management.

-Update CRM as required after the partner merchant promotion has

finished.

-Contact partner merchants to follow-up on all photo and content materials before hand-over to Production Dept.

-Follow-up with merchant partners to update the redemption of vouchers on the dash board.

**-**Let to introduce the ensogo company Recognized by the our aim . Create need and convince for clients to join with ensogo. Responsibilities to the target assigned. Choose a good customer and appropriate to the company for create a high income and make ENSOGO to say others.Motivated to

**EXPERIENCE:** junior inside sale. Summary of work process by monthly.**Key Achievement :**

Manage the deal lunch to the schedule time. Coordinated with partner to solving all the deal Problem.

**Reason to leaving** :

The management team to decided to down sizing the business and they need to reduce headcount.

** LMG insurance**

(Senior Telemarketing Conservation call)

**Date-** (03/01/2011 - 30/04/2011)

**Duties –** Telemarketing Conservation callwas to support the company to reduce cancellation rate by phone call**.** When you able to convince customers for keep the cancellation rate, if you have a chance you would to upselling to customers too. Keep daily summary reports of cancellation to improved sell skill and reduce the cancellation of sale.**Key Achievement :**

To convince and reduce the number of cancelled insurance policy by phone call.

**Reason to leaving** :

Got some new Challenge from Ensogo company

** ACE Insurance Co.,Ltd**

(Telesales Representative)

**Date**- (1/09/2006- 15/12/2010) **Duties** – Responsible for generating revenue on

behalf of the company and our business partners. Presented about the insurance product to the customer by phone call. The purpose of this role is to conducting calls, providing a high quality of services to all customers in order to maximize individual and team sales results to meet the sale target.

**Key Achievement :**

Reach the monthly target.

**Reason to leaving** :

Got some new Challenge from LMG Insurance.

**EXPERIENCE:**  **Cigna Insurance PCL.**  (Telesales Representative)

**Date**- (17/01/2006- 30/08/2006) **Duties** – Responsible for generating revenue on behalf of the company and our business partners. Presented about the insurance product to the customer by phone call. The purpose of this role is to conducting calls, providing a high quality of services to all customers in order to maximize individual and team sales results to meet the sale target.

**Key Achievement :**

Reach the monthly target.

**Reason to leaving** :

Got some new Challenge from LMG Insurance.

** Thanachart Bank (Funding Marketing)**

**Date**- (10/01/2005- 15/01/2006)

**Duties** –I would be the representative of Thanachart Bank.

I would be approach the financial product e.g. financial saving programs, personal installment loan and more information for saving and investment product to the customers. Responsible to the target for achieve. **Key Achievement :**

Reach the monthly target.

**Reason to leaving** :

Got some new Challenge from LMG Insurance.

** Standard Charter Bank**

**(Telesale Representative)**

**Date**- (01/05/2000 - 31/12/2004)

**Duties –** I would be the telemarketing representative to the personal loan product of Standard Charter Nakornthon Bank. To responsibal for generat revenue to the bank by personal loan service. To manage the relationship with their customer by phone call to get them to be the personal loan customer.

**Key Achievement :**

Reach the monthly target.

**Reason to leaving** :

Got some new Challenge from LMG Insurance.

**Image result for dapper logo Dapper General Apparel Company (Secretary to PR. Manager)**

**Date**-(01/03/1999 - 28/04/2000)

**Duties –** I would be the secretary of PR. Manager to assist her to manage the promotion channel e.g. dapper brands visibility, promotion event. All my routine work is assistance all the things that the PR Manager need and gave her hand to the document job**.**

**REFFERENCES: Ms.** **Naruemon Hanchoengchai**

**Assistance Manager Sale and Acquisition(American Express)**

**Tel. 02-273-5602 / 081-9354228**

**Mr. Nutt Khuanpinit Inside sale Manager (Ensogo Company) Tel. 081-633-8334**

**Mrs. Yanisa Thapluang**

**Business Development**

**Wotif (thailand) Co.,Ltd**

**Tel: 090-979-1898**

DATE 07/09/2015