**VORADEJ KRITYAKIARANA**



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**OVERVIEW**

I have gained experienced in marketing and communication with solid background of Corporate Social

Responsibility via major international firms such as Bangkok Post, Queen Sirikit's National Convention

Center, Thai Beverage, DTAC, King Power, TOA Paint (Thailand), Big C Supercenter, and BGFC (Bangkok Glass Football Club).

**EXPERIENCE**

Director: Marketing and Communication

BGFC Sport Co., Ltd. - Bangkok Glass Public Company (Nov 2015 - Present)

* Responsible for Bangkok Glass Football Club, Bangkok Glass Volleyball Club, Chiang Mai Football Club, Rangsit Football Club, Rabbit Bar Restaurant, Merchandising and OUTBRAKE TV programs on Siamsport TV Channel.
* Create Commercial Businesses and Sponsorship Strategies to provide advice in relation to products/services communication, marketing strategy and marketing channel to ensure theirs success and alignment with corporate goals and yearly sales target.
* Created membership pool program under the cooperation of major partnership, such as, Air Asia, Central Retail Group, and TATA Motor.
* Expand cooperation between Cerezo Osaka Football Club, Japan, and Bangkok Glass Football Club in setting up football academy in Thailand.
* Oversee and develop corporate communication strategy/plan and take lead to ensure its successful implementation in both English and Thai languages for companies.
* Provide suggestion or guideline and handle crisis communications, coordinate with other departments / business units in order to communicate to public, media and clients.
* Monitor news report and alert leadership team and related function.
* Act as a local corporate communication expert who can provide guidance/advice in regard to the use of company logo, guideline for social media program, corporate concept etc.
* Build professional relationship with local reporters either through individual network or PR consultant agencies.
* Overview and develop internal communication campaign and leadership message in both English and Thai languages among group of companies.
* Manage and monitor the use of internal communications tools: newsletter, email broadcasting, poster etc.
* Work with Group CSR Committee to work in line with other departments in setting up CSR policy.

Senior Manager: Marketing - Corporate Affairs (CSR)

Big C Supercenter Public Company Limited (Oct 2013 – Oct 2015)

* Define and develop the strategies which underpin CSR objectives from the head office, Casino Group, France.
* Conduct research, come up with ideas, develop policies, create detailed plans, and then implement and coordinate a range of activities and initiatives, which are designed to have a positive impact for the area of health, education, environment, and local communities.
* Initiate local community participation via Big C Joining Hands for Better Community Project.
* Reduce waste of food raw materials via Big C Food Bank Project.
* Partnered with Ratchasuda Foundation and Phufa Royal Project to raise 2.2 million baht for Low Vision Club via Big C – Ratchasuda Foundation Mini Marathon 2015
* Set up CSR Committee to work coordinate with Casino Group, the head office at France, to develop CSR Report.
* Create better impact of corporate branding via internal and external communication
* Invited to write quarterly internal magazine under the topic “CSR Movement”
* Strengthen relationship between company and both government and related sectors.
* Raise awareness of company’s commitment via CSR and generating publicity which included the act as an internal and external representative for company’s CSR policies and projects.
* Supported Crisis Control Committee.
* Enhance better managing and training for junior staff members by co-operate with HR department.
* Acted as a spoke person of the company for the area of sustainability development via major CSR campaigns.

Senior Manager – Marketing

Economizer Group Company Limited (Sep 2011 – Sep 2013)

* Expand production line by setting up a new factory at Samuthsakhorn Province.
* Studied competitors' products and services. Explore ways of improving existing products and services, and increasing profitability.
* Prepared marketing plans and budgets. Support other internal departments such as sales and distribution.
* Contacted related government sectors, such as, Ministry of Industry and Department of Export to bring product into international standard.

Senior Marketing Communication Manager

TOA Paint (Thailand) Company Limited (Jun 2010 – Aug 2011)

* Responsible for planning development and implementation of the communication strategies which included advertising, communications, CSR, and public relations activities, both external and internal.
* Created umbrella theme concept for the Corporate Communication “TOA Build Thailand” as a major theme to communicate.
* Create long term strategy tactic by coordinate with Ministry of Education in supporting Department of Vocational Education.
* Acted as a spoke person of the company in Sustainability Development.

Senior Marketing Manager

King Power Entertainment Co., Ltd. (Aug 2007 – May 2010)

* Responsible for Aksra Theatre, King Power Complex.
* Generated revenue including maintain role and direction of the business for Aksra Theatre, the medium sized theatre of 600 seats is fully equipped with state-of-the-art technical features and lavish entertainment set up, located at King Power Downtown Duty Free Shopping Complex.
* Supported Crisis Management Team for the political mob rally situation.
* Supported CEO Office in enhancing strong image via PR and communication.
* Supported King Power Foundation via fund raising activity, such as, “We Love Our King wrist band”

Corporate Social Responsibility Manager

Total Access Communication PLC. / DTAC (Jan – Jul 2007)

* Reported to CSR director to develop CSR plans and deliver the project “Rak Ban Kerd” (Love your hometown)
* Coordinated with other departments, marketing and PR, in supporting image of DTAC brand via CSR strategies.

Communication Manager

Dhospaak Communication Co., Ltd. (Thai Beverages PLC.) (Apr 2003 – Jan 2007)

* Acted as an in-house communication agency for Thai Beverage Public Company Limited
* Supported Marketing Team and Social Affairs Department in creating brand awareness for Chang Beer via sport marketing and sponsorship.
* Introduced Non – commercial tactic strategy via World Cup Live Broadcast 2003 and 2006 which increased more than 50% market share of Chang beer in Thailand.
* In 2006, penetrated international market via a sponsorship program of Everton Football Club, which created brand awareness among target throughout Europe and Asia.
* Created CSR project called “Chang Thai to Everton” that allowed Thai football players to experience football practicing at Everton FC.

Marketing Specialist

Queen Sirikit’s National Convention Center (Dec 2001 – Apr 2003)

* Supported Project Teams of QSNCC via a marketing and communication plan for major exhibition shows, such as:
  + Wedding Fairs 2003
  + Pet Expo 2003
  + Amazing Thailand Grand Sale Grand Service 2003
  + Thailand Tourism & Adventure Expo 2003.
* Worked as a support team member and reported directly to MD for the transition of QSNCC to T.C.C. Group.

Translator Coordinator

Market Access International Trade & Development – Chicago (Jan 2000 – Mar 2001)

* Supported and coordinated with marketing research teams in a preparation process of advertising raw materials from Thailand for the research.

Sale& Marketing Executive

The Post Publishing Co., Ltd. (1995 - 1996)

* Increased sale revenue for the Database Section of Bangkok Post Newspaper via a support of clients throughout his or her advertising plan.
* Team up with the special unit for the partnership between Bangkok Post and Asahi Shimbun Newspaper.
* Joined the launching of POST Newspaper which target readers throughout Singapore, Malaysia, and Indonesia.

**LANGUAGE**

Thai – Native speaking

English – Second Language

**EDUCATION**

* Roosevelt University (Chicago) – Master Degree, Integrated Marketing Communication
* Prince of Songkhla University – Bachelor Degree, Humanity & Social Science - English Major

**CERTIFICATE**

* Recognition and appreciation from King's Guard, 2nd Cavalry Division (2010)
* In Recognition and appreciation for the Support of 1st Asian Indoor Games Bangkok 2005
* In recognition and appreciation for the support of Everton Football Club Academy (2005)
* In recognition and Appreciation for the Support of FIFA U-19 Women's Championship Thailand 2004

**ADDITIONAL SUCCESS INFORMATION**

* Team up with other writers to publish short story pocket book named, “Faceketbook” (2014)
* Team up with other writers to publish E- book “Grand of Sky” (2015)
* Academic interest:
  + Occasionally invited to speak as a special instructor for some universities such as, the Graduated School of Communication Arts and Management Innovation, NIDA University and Faculty of Communication at Sriprathum University.
  + Joined the team instructors for the seminar "Turn Your House to a Boutique Hotel".

**PERSONAL INFORMATION**

* Age: 42 Years old
* Status: Married
* Sport: gym exercise, tennis, and golf practicing