**PARNUPAT ONGCHAIWATTANA**

**E-mail: parnupat\_g@hotmail.com**

**402 Thadindaeng Rd., Klongsan, Bangkok 10600**

**Tel. (+66) 89-5251-777**

**PROFILE SUMMARY**

Over 9 years’ experience driving strategic growth and product visibility for organizations; highly competitive, passionate, persuasive and articulate. Experienced in marketing, public relations, partnership building and product management.

**SKILLS**

|  |  |
| --- | --- |
| * Marketing Strategies & Campaigns * Corporate Communications * Creative Team Leadership * Product Positioning & Branding * Web & Print Content Development | * Focus Group & Market Research * Development of Training Materials * Sales Collateral & Support * Public & Media Relations * New Product Launch |

**NOTABLE ACHIVEVEMENTS**

* Handled all customers travel program arrangements.
* Developed and launched integrated, multi-channel print, catalogue Radio and web campaigns
* Led market launch of 30 new products. Identified opportunities, researched new product possibilities, collaborated with engineering team and created campaigns
* Performed on-going customer/market research and demographic profiling to identify market needs
* Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year

**EXPERIENCE**

**GM Travel Ltd., Director (2013 – Present)**

Co-founder the company. Take care all of departments of the company; marketing, sales, accounting and HR.

**Central Retail Corp., Brand Manager (2012 – 2013)**

Take care of New Balance’s product. Performing market campaign such as Pricing, Promotion, Event and PR. Reporting sales performance to marketing section manager.

**Bangkok Crystal Co.,Ltd. , Marketing Officer (2007 – 2012)**

Working in close collaboration with the Marketing Manager and the rest of the team on planning campaigns and reporting on how effective strategies and campaigns have been. Also ensuring campaigns run as per deadline and on budget allocation. Maintaining all business development, tracking mechanisms, including presentations, press releases, success ratios, sales processes, events and community affairs.

**Isetan Co.,Ltd. , Merchandise Executive (2006 – 2007)**

Performing market analysis and collating other information as appropriate. Providing regular reports/reviews to senior management on business development activities, as well as financial and budgetary implications.

**EDUCATION**

**Thammasat University**, Bangkok 2012

Master of Business Administration - Major MBA

**Thammasat University**, Bangkok 2006

Bachelor of Business Administration - Major Marketing

**PERSONAL INFORMATION & SKILLS**

AGE 31 years old

Date of Birth March 8, 1983

Sex Male

Nationality Thai

Computer skills MS Office, SPSS

TOEIC TEST 855