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**Miss Woranut Pasookh**

80/98 Baan Klang Muang , Krungthep Kritha Rd.,

Sapansung District, Bangkok 10240

Mobile Phone: 66 89-891-6865

E-mail: koyjc@yahoo.com

**PERSONAL DETAILS**

Date of Birth: December 5th, 1977

Nationality: Thai

Marital Status: Married

**SUMMARY OF QUALIFICATIONS**

* Motivated and enthusiastic about developing good relations with clients.
* Effective working alone or as a cooperative team member.
* Professional in appearance and presentation.
* Highly inquisitive, creative and resourceful.
* Excellent skills in communication and collaboration.

**EDUCATION**

2000-2002 University of Technology, Sydney: Sydney Australia

Master of Business Administration (MBA)

Major: International Management

1995-1998 Thammasat University: Bangkok Thailand

Bachelor of Art in Journalism and Mass Communication

Major: Broadcasting

**WORK EXPERIENCES**

**July 2010 – Dec 2015 **

**Position: Sales & Marketing Manager**

**Company: Ishida Taiseisha (Thailand) co. ltd**

**Salary: 70,000 THB ++ (Incentive)**

Main Job Tasks and Responsibilities

**Marketing Manager Task**

To develop, establish and maintain marketing strategies to meet organizational objectives. Effective management of the marketing, advertising and promotional activities of the organization.

* Manage and coordinate all marketing, advertising and promotional staff and activities
* Conduct market research to determine market requirements for existing and future products
* Analysis of customer research, current market conditions and competitor information
* Develop and implement marketing plans and projects for new and existing products
* Manage the productivity of the marketing plans and projects
* Monitor, review and report on all marketing activity and results
* Determine and manage the marketing budget
* Deliver marketing activity within agreed budget
* Develop pricing strategy
* Liaison with media and advertising

**Sales Manager Task**

* Approach Toyota clients; TMT Samrong, TMT Bangkok office, TMT Banpho, TMT Gateway, TMAP-EM, TETC, TATC and some of Toyota dealers.
* Approach all Toyota’s affiliated companies e.g. TTT, TTTFL, TTTC, and etc.
* Plan and implement sales activity to reach monthly & yearly target also GP rate both individual target and team target.
* Dead stock control and follow up aging AR.

**September 2006 – June 2010 **

**Position: Marketing Associate**

**Company: Samitivej Public Company Limited (Samitivej Srinakarin Hospital)**

**Salary: 46,000 THB + Language score 2,500 + Gas Soline 2,000 = 55,500 THB**

Main Job Tasks and Responsibilities

* To create brand awareness of the hospital.
* Planning how to drive revenue for the hospital target.
* Create more interesting health promotion to drive revenue
* Media planning (include local media & mass media)
* Initiate advertising concept & idea which are trigger to the customers’mind (both below the line & above the line media)
* Create activity to keep close relation with our customers such as CRM program, community project and etc.
* To work closely with the Sales & Marketing Operation team on promotions of service.
* Co-ordinate with partner to make more privilege for our customers.

**February 2003 – June 2006 **

**Position: Senior Customer Relation Executive and Marketing Support**

**Company: Johnson & Johnson (Medical) Thailand**

**Salary: 48,000 THB ++ (Incentive & Gas Soline)**

Main Job Tasks and Responsibilities

**Customer Service Functions**

* Manage LifeScan customer service lines, to respond to customers ‘interaction, on the phone, in person and customers who write-in, in a courteous, prompt and accurate manner. To resolve customers issues according to the LifeScan and Johnson & Johnson procedural guides.
* Managing and entering the correct data into the customer database
* To promote customer service awareness to customers through mailers, newsletters, greeting card or with telephone calls.
* To monitor and keep track of the warranty products and to report reasons of exchanges. To assist in co-ordination of warranty forecasts.
* To ensure all data on warranty exchanges and complaints are entered promptly and correctly into the customer database.
* To design and co-ordinate for the materials and information to be printed in the quarterly newsletter.
* To manage and ensure of compliance of Newsletter to all requirements of the relevant regulatory board.
* Printing and co-ordination of the distribution of local warranty cards, logbooks, stickers and others.
* To participate in any other related meeting and projects.
* To assist in training for new hires.

**Marketing Functions**

* To co-ordinate for inserts of marketing materials into system kits.
* To organize below the line marketing such as direct mails, events and etc.
* To work closely with the Sales & Marketing team on promotions of products.
* To co-ordinate and help monitor the response of major sales and marketing promotions.

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