

PONGSATORN WORARATANADHARM

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Bangrak, Bangkok 10500

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EXPERIENCE

K.M. PACKAGING PCL.

Sale and Marketing Manager

Bangna, Samutprakarn

January 2022 to June 2023

- Set up sales and marketing strategy and implement
- Set up sale's commission scheme and implement
- Responsible for all sales team and marketing team for achieving sale's target
- Responsible for online sale such as Lazada, Shopee, Line OA, Facebook Fanpage and Ecommerce website
- Direct the efforts of the marketing, communications and public relations staff and coordinate at the strategic and tactical levels with the other functions
- Develop marketing channel both offline and online
- Sourcing and planning new product portfolio
- To analyze market situations and identifying trends, product management, increasing new business opportunities & marketing share
- Arrange marketing activities such as Thaifex Anuga Asia, Thailand Coffee Fest and Food Hospitality Thailand
- Responsible for customer satisfaction survey

ONE GENOME ASIA CO., LTD.

Co-founder

Phyathai, Bangkok

July 2020 to May 2021

- Responsible for planning, development and implementation of Seafood processing product marketing strategies, marketing communications, and public relations activities, both external and internal.
- Set the strategy of cooperate branding
- Direct the efforts of the marketing and communications
- Plan product management for any related promotion schemes
- Create, plan and operate all sales promotion either trade or end-users in order to achieve product sales growth
- To analyze market situations and identifying trends, product management, increasing new business opportunities & marketing share
- Develop product portfolio pricing scheme.

SHOW DC CORP CO., LTD.

Senior Business Intelligence Manager

Huai Khwang, Bangkok

May 2018 to July 2020

- Responsible for daily, monthly report including management report
- Run P&L & Cashflow feasibility of the new business development such as overall of Show DC, Gourmet Market investment, Major Cineplex investment, Air dome, Drive Thru, JJ Cool, and etc.
- Analysis tourist market and create executive report
- Research and analyze MICE market
- Research and analyze retials market in term of rental fee, space, tenant mix
- Forecast financial part in term of revenue and expense
- Plan leasing strategy, marketing strategy and budget in the next year
- Set up and implement CRM project for creating BI report present to management level
- Get feedback from customer and report to management level

PFP TRADING CO., LTD

Head of Marketing Department

Yannawa, Bangkok

Feb 2017 to May 2018

- Responsible for planning, development and implementation of Seafood processing product marketing strategies, marketing communications, and public relations activities, both external and internal.

- Set the strategy of cooperate branding and control corporate branding
- Direct the efforts of the marketing, communications and public relations staff and coordinate at the strategic and tactical levels with the other functions
- Plan product management for any related promotion schemes
- Create, plan and operate all sales promotion either trade or end-users in order to achieve product sales growth
- To analyze market situations and identifying trends, product management, increasing new business opportunities & marketing share
- Develop product portfolio pricing scheme.
- Monitor the market with the specific attention on product's distribution, display, off-take, pricing, product's condition, to propose appropriate corrective measures

BERLI JUCKER PLC.
Marketing Manager

Klongtoey, Bangkok
Feb 2016 to Jan 2017

- Responsible for planning, development and implementation of all of Stationery's marketing strategies, marketing communications, and public relations activities, both external and internal.
- Direct the efforts of the marketing, communications and public relations staff and coordinate at the strategic and tactical levels with the other functions in Stationery Business Unit
- Developing and Creating 360 degree of marketing plan, advertisement, campaign, promotion and other related in order to achieve the sale target
- Plan and coordinate with principle product management team for any related promotion schemes or budget to improve marketing
- Create, plan and operate all sales promotion either trade or end-users in order to achieve product sales growth
- To analyze market situations and identifying trends, product management, increasing new business opportunities & marketing share
- Maintain good relationship with existing supplier.
- Analyze track record and forecast sale of all SKUs to keep stock at setting level
- Conduct product training programs for sales team to enhance their abilities to sell, support the relevant product and monthly promotion
- Monitor the market with the specific attention on product's distribution, display, off-take, pricing, product's condition, to propose appropriate corrective measures

Marketing Intelligent and Analysis Manager

May 2014 to Feb 2016

- Coordinate with related function for planning the appropriate marketing strategic to comply with current market situation
- Develop, prepare and analysis of management report
- Analyze variances among actual results, budget and interim forecasts and prepare a summary report for management
- Conduct efficient and effective marketing research for the prediction of current and future market, trade and consumer trends and possible changes in marketing research
- Design and manage measurement systems for data capture and reporting, including assessment, identification, and implementation of data sources and tracking requirements.
- Uses database analysis to identify the key touch points/factors that drive predictive consumer behavior and make recommendations that will drive marketing strategy
- Provide regular marketing intelligence and analysis in terms customers, competitors, market, industry and economic conditions

TELEINFO MEDIA PLC.
Marketing Manager

Ratchathewi, Bangkok
August 2012 to May 2014

- Execute company's marketing strategies and identify the road maps and synergized with the key stakeholders: internal and external to ensure the KPIs are achieved.
- Define product strategies and roadmaps
- Research and analyze product weaknesses and areas to be modified
- Develop marketing tools to increase sale force productivity
- Coordinate with Sales department, online department and Production department to increase efficiency of business.

- Supervise product development function, new product development function, marketing analysis function and marketing communication function
- Design and manage measurement systems for data capture and reporting, including assessment, identification, and implementation of data sources and tracking requirements.
- Uses database analysis to identify the key touch points/factors that drive predictive consumer behavior and make recommendations that will drive media strategy
- Deliver campaign effectiveness analysis, customer segmentation and profiling, retention analysis, lifetime value analysis, and competitor market research
- Develop and implement product distribution criteria
- Analysis B2B & B2C market for new product model

Marketing Analysis Manager

August 2011 to August 2012

- Design and manage measurement systems for data capture and reporting, including assessment, identification, and implementation of data sources and tracking requirements.
- Uses database analysis to identify the key touch points/factors that drive predictive consumer behavior and make recommendations that will drive media strategy
- Deliver campaign effectiveness analysis, customer segmentation and profiling, retention analysis, lifetime value analysis, and competitor market research
- Develop and implement product distribution criteria
- Analysis B2B & B2C market for new product model

BLUESCOPE STEEL (THAILAND) CO.,LTD.

Ratchathewi, Bangkok

Pricing and Marketing Analysis Supervisor

May 2008 to November 2009

- Develop and maintain of the price lists and databases (internal paper copies and in MOVEX)
- Develop and maintain pricing control process by checking the selling price and process of quoting price
- Deal with sales team or customer service team when the selling price was not correct
- Provide regular marketing intelligence and analysis in terms customers, competitors, market, industry and economic conditions
- Be the coordinator between Thailand and Asian market intelligence unit
- Set Intra product pricing by analyze extra charge
- Analysis competitor price and inter material
- Prepare base price setting and related analysis pricing data and information for monthly pricing meeting such as COGS, GDP, FOREX, and the competitor price
- Review customer segmentation by quarterly
- Conduct monthly high level marketing analysis
- Be project manager in Global Segmentation Project

TEO HONG SILOM CO., LTD.

Bangplee, Samutprakarn

Executive Marketing Manager

August 2005 to May 2008

- Plan marketing and activity of all IT product of Teo Hong Silom portfolio such as network product, security product, WAN product and voice product
- Arrange product and customer seminar / workshop
- Plan the yearly marketing budget
- Coordinate with media agency and magazine
- Negotiate the best cost and contract with local and foreign supplier for quote the bidding price to sales team
- Deal with foreign supplier such as Singapore, Malaysia, China, Israel, etc.
- Deal with local supplier or distributor such as IBM, Dell, HP, SIS, ECS, Trans Niaga, M.Tech, Quantiq, etc
- Collect all cost of the project and set the bidding price
- Set the price of project by maintain the profit margin of corporate, and compare with competitor's price
- Re-negotiate the new cost with local or foreign supplier when the bidding price was also higher such as the target of profit was not achieved, the price was over the customer's budget or the price was higher than competitor's price
- Send the bidding price to sales team when the best price was set (Due to Teo Hong Silom didn't allow sales deal with supplier directly. Sales must deal and create relationship with customer only)
- Run project feasibility and project cash flow
- Manage the project after sales including implement, supplier negotiation, timeline control and budget control like a project manager (Email module in www.happyvirus.com)

- Research and evaluate the customer's satisfaction

MLINK ASIA CORPORATION PLC.

Prakanong, Bangkok

Marketing Analyst

November 2003 to August 2005

- Analysis mobile phone handset market in Thailand
- Analysis daily, monthly, quarterly, and yearly mobile phone handset sale volumes
- Analysis corporate finance
- Plan sale volume and control mobile handset stock
- Do and send report to Stock Exchange of Thailand
- Coordinate with finance advisor for running corporate financing

THAI AIRWAYS INTERNATIONAL PLC.

Dongmuang, Bangkok

Cargo Space Control and Load Planning

August 1999 to November 2003

- Confirm cargo booking by selecting high revenue cargo
- Plan cargo boarding list
- Follow up for cargo loading and control Space and weight

THAMMASAT UNIVERSITY

Pranakorn, Bangkok

Health Research Assistance

August 1995 to February 1998

- Prepare research information
- Process and interpret research data by using SPSS, LOGIT and EVIEWS.
- Coordinate among government organization and research team
- Assist in Private Health Sector Growth and Social Security Insurance in Thailand
- Assist in Health Insurance for the Urban Poor: The Case of Slum Dwellers in Bangkok 1998
- Assist in Linkages between Globalization, Consumption Patterns and Human Development in Thailand

ACHIEVEMENT

- Implement email module of www.happyvirus.com – 2007
- Implement Global Segmentation project – 2008
- Launch the new printed book such as aroi.com, fixgang.com, BuilderGuide, Factory Supply Guide – 2012, 2013
- Launch BJC application – 2015
- Persuade BIC product to BJC – 2016
- Launch the new product; Crab Stick – 2017
- Succeed to achieve UHU global's target and build UHU brand awareness – 2016
- Research in National Precision Medicine Center of Ministry of Public Health – 2021
- Research in Changing Cancer Center to Precision Medicine Center under Udonthani Green Medical Town project of Udonthani Cancer Hospital - 2023

SKILLS

- Research analysis
- Financial analysis
- Marketing Plan and Feasibility of project
- Fluent in both written and spoken English and Thai
- Excellent in Computer and internet skills
- SAP program
- COGNOS program
- MOVEX program

TRAINING

- 7 Habit of Highly Effective People
- Safety management training
- Value proposition
- Project Management

COMMITTEE

- Safety Health & Environment Committee at Berli Jucker Pcl., Jan 2015 – Jan 2017
- Executive Committee at Precise Corporation, Apr 2016 – Apr 2017

PART TIME

- Instructor at South East Bangkok College
- Special Instructor at Naresuan University

EDUCATION**Thammasat University****Pranakorn, Bangkok**

MA: Majoring; Economics 2001

Thesis: Unit Cost of Private Hospital: A Case study of Smithivej Sriraja Hospital

BA: Majoring; Economics,

Minoring; Computer Science 1994

Coursework:

- Mathematical Economics
- Econometrics
- Economics of Money + Banking
- Economics of Human Resources

Assumption College**Bangrak, Bangkok**

Matthayom 6 (grade 12) 1986-1990

Specialization: Math and Sciences

REFERENCE

Available upon request

EXPECTED SALARY

Negotiable