



# AARON SUKPHODEE

## CERTIFIED SKILL

Digital Marketing  
Google Analytics  
Python  
Power BI  
Tableau  
Data Mining  
Pre-Processing Data  
Canvas  
Agile mindset  
UX/UI  
Effective Meeting  
English - IELTS 6.5  
Microsoft Office  
E-Commerce

## WORK EXPERIENCE

### Assistant Marketing Manager – ARMANI GROUP THAILAND (FASHION) Central Retail Corp. (Job Grade – 14) – JAN 2023 – JULY 2023

- 1.) Monitor and manage overall operations marketing, including advertising, public relations, events, and sale promotions to ensure effective business operations aligning with organization's goals and objectives.
- 2.) Analyzing data to set up annual budget, directions, policies, and strategies for development of marketing rules and processes to improve marketing performance effectively and ensure better organizational marketing operations compared to the opponents.
- 3.) Follow up marketing movement and situation of the opponents to participate in setting up creative marketing strategies and policies and achieve organization goals and policies effectively.
- 4.) Coordinate with related functions to create mutual understanding in marketing operations.
- 5.) Provide coaching and recommendations about overall marketing operations to subordinates to improve skills in work.
- 6.) Participate in planning, and manage the assessment and improvement within the department.
- 7.) Control making summary reports of overall marketing operations to propose to the supervisor.
- 8.) Take care and advise subordinates to ensure effective performance and promotion preparation Qualification



## EDUCATION



**THAMMASAT UNIVERSITY**  
Master of Science,  
majoring in Data Science  
Currently enrolled: 2022



**Windsor College, Australia.**  
Diploma of Business Certificate IV.  
2017 - 2019



**Ramkhamhaeng University**  
Master of Business, Major Marketing.  
2012 - 2014



**Ramkhamhaeng University**  
Bachelor of Business, Major Marketing.  
2010 - 2012



**Assumption Thonburi College, Thailand.**  
Grade I - 12 | 1997-2010

### Brand Manager – TRIFO (SMALL APPLIANCE) Online Account Manager – Multi Brand (GADGET) Central Retail Corp. (Job Grade – 13) – SEP 2022 – DEC 2022

- 1.) Responsible for making sure that branding is consistent across advertising and campaigns.
- 2.) Ensure the brand remains recognizable, up to date and exciting to customers. Also plan ways to promote – and change the public perception of TRIFO.
- 3.) Handling key online channels including Shopee, Lazada, and Central Online.
- 4.) Responsible for generating a database of online prospects; contacting prospects through phone, chat, or email; sending the product catalogues, brochures, and other stationery through various means.
- 5.) Giving product support or answers to queries raised by customers; closing sales or fixing appointments for sales managers to close sales; negotiating with customers on an organization's behalf.
- 6.) Forwarding order details of customers to the concerned department; and meeting and exceeding personal sales quotas.





# AARON SUKPHODEE

## MARKETING MANAGER

## CAREER PATH

### BUSINESS & MARKETING

(4+ YEARS EXPERIENCED IN MANAGEMENT LEVEL)

MARKETING MANAGER  
BRAND MARKETING  
DIGITAL MARKETING  
E-COMMERCE MANAGER  
ONLINE ACCOUNT MANAGER

### HOSPITALITY & OTHERS

(6+ YEARS EXPERIENCED)

CAFE MANAGER, AUSTRALIA  
F&B STAFF IN 5 STARS HOTEL, THAILAND  
COSMETIC PRODUCT CO-FOUNDER, THAILAND  
HOSPITALITY MANAGER, THAILAND/AUSTRALIA

### BUSINESS DEVELOPMENT

(2+ YEARS EXPERIENCED)

SALES B2B - FINANCE  
SALES B2C - EDUCATION

## CONTACT



098-294-4222



Aaron.supharad@gmail.com



AARON SUKPHODEE

## WORK EXPERIENCE

**Marketing Manager – TRAPO THAILAND (AUTOMOTIVE)**  
JAN 2021 – AUG 2022



- 1.) Responsible for social media content creativity including Facebook and Instagram.
- 2.) Monitoring SEO performance in company's website & blog / Ubersuggest, SEO META in 1 click / SEOquake.
- 3.) Create, monitor, summarize digital media advertisement including Facebook Ads, Google Ads, summarize report using Google analytics.
- 4.) Handling team members across E-commerce platforms including Lazada, LINE my shop, company's e-commerce site (Campaign URL Builder).
- 5.) Activate communication via Email direct marketing (EDM) - Dotdigital website campaign.
- 6.) Control artwork quality to be align with brand CI in Banner ads, Landing Page design, etc



**Marketing Supervisor – WORKMATE (Tech-SaaS)**  
SEP 2020 – DEC 2020



- 1.) Responsible for social media content creativity including Facebook and Instagram.
- 2.) Monitoring SEO performance in company's website & blog / Ubersuggest, SEO META in 1 click / SEOquake.
- 3.) Create, monitor, summarize digital media advertisement including Facebook Ads, Google Ads, summarize report using Google analytics.
- 4.) Handling team members across E-commerce platforms including Lazada, LINE my shop, company's e-commerce site (Campaign URL Builder).
- 5.) Handling, chat support team, with 4 subordinates
- 6.) Event that suits for Blue Collar Worker







# AARON SUKPHODEE

## MARKETING MANAGER

## CERTIFICATES



Digital Marketing  
By Google



Advanced Google  
Analytic  
By Google



Python Coding  
By Thammasat U.

Power BI  
By Thammasat U.



FEEDBACK &  
COACHING  
By CENTRAL  
GROUP

And more\*\*\*

## WORK EXPERIENCE

### Marketing Officer – Karmarts Public Co. Ltd

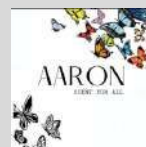
JUNE 2019 – AUG 2020

- 1.) Initiate marketing campaign and promotion, co-ordinate with supporting sales team for execution.
- 2.) Handling distribution channels, this include maintaining efficiency of current channels and seeking new potential channels
- 3.) Manage new product launching e.g. packaging, pre-launch promotion, marketing materials, etc.
- 4.) Observe and summarize every campaign, conduct analysis to evaluate KPI, report to team for any improvement.
- 5.) Monitor Social Media channels including Line OA / Facebook / Instagram.



### founder – Aaron (Perfume, Room Diffuser)

JUNE 2022 – CURRENT



### Co-founder – Jezzica Tan Thailand ()

JUNE 2019 – CURRENT

- 1.) Initiate product research / develop prototype solution
- 2.) Seek material suppliers / manufacturer
- 3.) Cost calculation with feasibility report
- 4.) Develop whole year strategic brand plan
- 5.) Portray marketing communication year plan
- 6.) Monitor selling platform
- 7.) Client service / close sales
- 8.) General management for whole brand
- 9.) Instagram: @jezzicatan.th / Facebook: Jezzicatan.t



## CONTACT



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m.au  
AARON  
SUKPHODEE



# AARON SUKPHODEE

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AARON SUKPHODEE

## DEAR HIRING MANAGER

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I'm Aaron, defining myself as Energetic, Creative, and Special. I believe that learning new things and currently practicing skills on a regular basis is a must in Digital Transformation era. What's driving me this far? Knowledge is the only thing that we can stay turn with fast-growth technology and the new generation.

I have more than 10 years of work experience starting in the hospitality industry as a permanent staff which is Shangri-la Hotel, the 5 Star Hotel in Bangkok. Then, starting at a management level in a small company in tourism and travel management at my uncle's company which is a travel agency.

After, considering that the real voyage of discovery consists not in seeking new landscapes, but in having new eyes. I was moving abroad to Australia with a working permit and living in Melbourne for a while.

In a few months, I became a Restaurant Manager by the age of 25. After my working visa is expired, I decided to studying for a few year in Business field. As a Restaurant Manager and Café Manager in Melbourne Australia, make me become better than being! I noticed that I was never too small to make a difference.

Then, I came back to Thailand, I started a new career as a Marketer as I studied in Business and Marketing background. I'm pretty much a workaholic, but when you're doing what you love it's hard to think of a reason to stop! However, while working, I still trained new knowledges all the time. Many Diplomas and Certificates are enough to guarantee my abilities. Including my rapid growth within 2 years, starting from the Entry-Level officer to Supervisor-Level within 8 months. Then, in 5 months, I'm stepping into Manager-Level at 30 year old.

I'm young, talented, and a workaholic! I'm working in a worldwide Public Company as a Marketing Manager for Armani Group for Thailand (Managed by CMG, Central Marketing Group which is an Exclusive Distributor)

As a new entry for Fashion World Industry's driving and challenging me. I'm not going to stop growing. Nowadays, Marketer needs to do more than just collect and analyze data. They need to be clear as to how the availability of this data will impact their marketing strategies and initiatives. I decided to enroll for a Master's Degree in Data Science to become a Rock Star as I wished and dreamed.