



Ponnatchan Jira

CRM SYSTEM & DATA MANAGEMENT MANAGER



ABOUT ME

Experienced working with CRM System, Change Management and User Adoption for operations Improvement. Dashboard and Reports for Sales Strategy Analysis and KPI. Database Management from acquiring, cleansing, consolidating to deliver for data quality and utilization.



CONTACT

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EDUCATION

• NIDA

MBA in Marketing

GPA:3.30

2008 - 2010

• Chulalongkorn University

BA in Broadcasting

GPA: 3.51

1999 - 2003



SKILLS | EXPERTISE

- Analytic & Problem Solving
- Communication
- Creativity
- Management Skills
- Fast Learning

Office 365



CRM System



Excel & ETL



Power BI



Presenting



Basic SQL



Thai (Native)



English



INTEREST

Exercising

Craft & DIY



WORK EXPERIENCE

CRM system & Data Management Manager

Ricoh (Thailand), Dec 2012 - Now

Office Automation & IT Solutions Industry

- Design, develop, implement, and maintain CRM system for sales management, customer database, sales opportunity, and sales activity.
- Identify sales process improvement and automation opportunities to enhance the operations.
- Salesforce consultant.
- Work closely with IT department and third party for CRM system maintenance and development to fit business process.
- Roll out the policy for CRM system utilization and enhancement.
- Generate, track and analyze report and dashboard for sales strategy.
- Initiate and deploy sales KPI and strategy concerning Sales activity data.
- Implement data quality and integrity measures to ensure accurate and reliable analytic outputs.
- Coordinate with relevant departments for data sourcing.
- Telesales Project Leader
- Initiated and executed customer experience survey and A/B testing for Sales team.

CRM Executive

Triumph International, Jan 2011 - Nov 2012

Fashion Industry

- Collect customer's feedback and inquiry to work with concerned departments for all solutions.
- Create all content and copy writing for on/off lines media of each brand under Triumph umbrella.
- Planning and implementing loyalty program, membership campaign, event and benefit for customer membership.
- Initiate design concept to Graphic design team.

HR Service & Daycare Specialist

Bangkok Hospital, Oct 2008 - Dec 2010

Healthcare Industry

- Responsibility for internal communications of all non-clinical service activities and trainings.
- Create the content as internal public relations for service standard and Human Resource development Projects.
- In-charge of internal magazine as a copy writer, creative and editor.
- Manage Bangkok Hospital Staff Day care to meet the standard.
- Planning and implementing day care's activity.