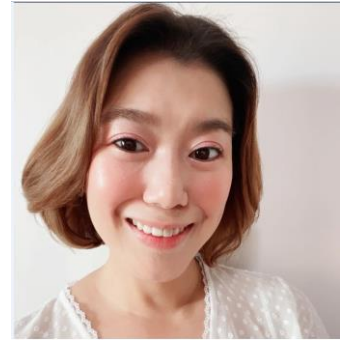


Mrs. Chonlada Supakanvisit Ma



Personal Information

Address: 222/178 Urban Sathorn village, Rachapreuk Rd. Bangjak Pasricharoen
Bangkok 10160

Date of Birth: 27 September 1980

Age: 42

Mobile: +66 81 5512266

Email Address: chonladasma@gmail.com

Professional Experience

May 2021 – present

CP All Ltd.

(Operation All Online/Online Sales&Marketing Manager.)

- Create marketing strategy and marketing plan for E-Payment (True Money Wallet, Alipay, Wechat and credit card)
- Create online and offline communication plan to promote marketing campaign
- Drive portion of E-payment to be 25% in 7-11 store
- Encourage operation staff to push for success of

- E-payment campaign by provide staff equipment and incentive

June 2019– June 2021

CP All Ltd.

New Business Strategy and Commercial Deputy Department Manager.)

- Analyze customer behavior and survey customer need to create new business at 7-11 store such as laundry, parcel etc.
- Create marketing strategy, promotion, communication to push for success of promotion campaign
- Associate with partner and negotiate to win-win business agreement
- Increase Sales performance

In this period, I am selected to be Top Talent employee to attend a special project (Leadership Development Program) to create new business and direct report to Khun Dhanin Chearavanont, Senior Chairman of Charoen Pokphand Group Company, Ltd for a year.

August 2016 – May 2019

Thai Smart Card Ltd.

(Loyalty Marketing and CRM. Deputy Department Manager)

- Consult to BOT. to modify the loyalty pre-paid card from the physical card to online e-wallet
- Create loyalty program to support customer behavior by data analysis
- Create marketing communication
- Associate with Myanmar banking (CB bank) for international money transfer business

March 2013 – August 2016 Central Retail Corporation Ltd.

(The 1 Card Marketing Manager.)

- Associate with partner to create The1 Card value both of Earning point and Redemption point program
- Create marketing activities and communication plan
- Co-ordinate with Advertising and PR Agency for corporate medias and event

March 2011 – March 2013 Central Retail Corporation Ltd. (Central Smart Insure)

(Marketing Communication and Campaign Management Manager.)

- Create marketing plan, sales promotion ,media and event
- Associate with partner to co-promotion campaign
- Drive operation staff to Increased sales by provide sales equipment and incentive

October 2007– March 2011 Central Department Store Ltd.

(Men Fashion Sales Promotion Head)

- Work with merchandising to support marketing campaign and event activities
- Work with advertising to design promotion campaign medias both of above the line and below the line medias
- Associate with partner to co-promotion and support campaign

February 2005 – October 2007 Central Retail Corporation Ltd.

(Executive Secretary for Khun Tos Chirativat)

- Manage administrative works and computerized documents

- Manage CEO' s work schedule
- Co-ordinate among the department in large corporation

December 2004 – January 2005 Bangkok Bank

(Bank teller and Brand Ambassador)

- Executing bank's marketing activities
- Provided timely customer service to bank's key account

November 2003 – November 2004 Marriott Resort and Spa Hotel

(Front Officer)

- Awarded of Employee of the month twice

Education

September 2014– January 2015

Shanghai Jiao Tong University, China: Certificate

Level 3 Chinese Language courses at the school of International Education

May 2012 – April 2014

Silpakorn University, Bangkok: Master Degree GPA: 3.83

Major in Master of Business Administration of Entrepreneurship

June 1998– June 2002

Thammasat University, Bangkok : Bachelor Degree GPA : 3.33

Major in Social Administration

- Second Class Honors
- Student Committee Member
- Cheer Leader in CU-TU Football Traditional

Skills, Qualifications

Languages: Thai: Native Language

English: Good

Chinese: Basic

IT OS: Good Knowledge of Windows 10
Proficient with Word, Excel, Power Point,

MS Office: Outlook

Management Skill:

- Time Management
- Problem Solving Management
- Digital Marketing Management
- Creative Thinking Management
- PDPA Acknowledgement

Interests and Activities

Sport / Music/ Traveling / Reading /Movie

Reference

นาย ญักร ศัตราหา

รองผู้จัดการทั่วไปส่วนงานบริหารและพัฒนา Platform Mobile

บริษัท ซีพี ออลล์ จำกัด (มหาชน)

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