

# Naphat Honboonherm

Bangkok, Thailand +66 91-808-8541 panghonboonherm@gmail.com LinkedIn Naphat Honboonherm

## EDUCATION

Mahidol University International College

Bangkok, Thailand

Bachelor's Degree - Media and Communications

Graduation Date: Jan 2021

## WORK EXPERIENCE

### Dutch Passion

Bangkok, Thailand

Digital Marketing Manager

May 2023 - Aug 2023

- Responsible for creating social media content, both in terms of copy and visual assets, as well as designing on and offline digital graphics
- Responsible for working with our 3rd party partners for running Google campaigns, creating educational content, and producing merchandise designs.
- Help create video content, including product photos and videos.
- Help manage Dutch Passion events by collecting attendees, sending invitations, and providing help to the client.

### Maraleina

Samui, Surat Thani, Thailand

Digital Marketing Manager

Nov 2022 - Feb 2023

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.
- Design build and maintain the company's social media presence.
- Measure and report the performance of all digital marketing campaigns and assess against goals (ROI and KPIs).
- Identify trends and insights and optimizes spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimizes the user experience.
- Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies.
- Provide thought leadership and perspective for adoption where appropriate.

### AvaTrade

Bangkok, Thailand

Digital Marketing Executive

Oct 2022 - Mar 2023

- Handle SEM, SEO, and Social Media Management tasks.
- Work with marketing professionals to develop social media marketing campaigns.
- Daily monitor and analyze the campaign performance to identify opportunities for optimization.
- Ensure and produce high-engagement social media content which will continuously reflect the official and desirable brand awareness for the company.
- Develop optimization strategies that increase the company's search engine results rankings (ie: keywords/image optimization).
- Manage and budget on multiple social media accounts and posting calendar.
- Monitor competitors' digital movements and always alert to provide constructive suggestions for improvements.
- Identify strategic strengths and weaknesses and make recommendations for improvements.
- Prepare online newsletters and promotional emails and organize their effective distribution through various channels.
- Manage multiple projects within short deadlines.
- Assist and support the Marketing Manager in miscellaneous projects, works, and duties.

**TDCX**

Bangkok, Thailand

Digital Marketing Campaign Consultant

Jul 2022 - Sep 2022

- Manage and optimize existing AdWords (PPC) campaign components including Ad Copy, Bid Prices, Cost per Conversion, Cost per Click, Keyword Research
- Help create and implement PPC strategies including keyword research and analysis
- Create performance reports with recommendations for improvements
- Tracking of funds in account and maintaining conversation
- Knack of implementation new technologies automation capabilities that enhance SEM efforts

**WISE IR**

Bangkok, Thailand

Executive assistant

Mar 2022 - Jun 2022

- Collect and analyze data to prepare reports for key business decisions
- Schedule, plan and coordinate business meetings & Prepare meeting agendas and minutes
- Prepare Powerpoint presentations and other materials for meetings
- Collate relevant news article
- Prepare and update the information database of client and business partners
- Process and prepare expense reports
- Keep track of deadlines to ensure the timely completion of set objectives

**Hotelbeds**

Bangkok, Thailand

Client Operations Executive

Jun 2021 - Feb 2022

- Responsible for investigation of post-travel complaints from the contact center and keeping them fully updated within deadlines
- Responsible for supporting clients/customers for on the road issues from various channels
- Establishing the facts quickly and communicating effectively through written communication and verbal
- Negotiating for appropriate compensation/refunds/solutions
- Proactively identify business risks and act promptly to minimize their impact by highlighting issues which are raised by complaints with relevant departments.
- Analysis of complaints and relocations statistics and reporting to team leader
- Travelling on business when and where required (including hotel inspection tours, attends and actively participates in team meetings and outside event.
- Be flexible and provide support to all members of the Global Support team as and when required.
- Participate in ad hoc projects as required by the business and general office admin duties.
- Monitor and develop own performances on regular basis, including pending case following up.
- Participate the meeting to review business, operations and performances with team leader.

**FREELANCE EXPERIENCE****CEO Of Sales**

Bangkok, Thailand

Salesperson

Jan 2020 - Present

- Closed over 20,000 USD in sales for Instagram coaches selling digital products including programs, mentorship, and ebook.
- Generated warm and cold leads using Instagram content strategies and paid ads
- Dealt with both warm and cold leads in the chats then turned these leads into buying clients

**Internet Media Social Media Marketing Agency**

Bangkok, Thailand

Founder of SMMA

Jul 2017 - Present

- Worked with European-style restaurants in Bangkok, Thailand by providing services to help boost social media growth and increase brand awareness.
- Created content for several companies in different industries for their social media platforms on LinkedIn, Instagram, Facebook, Tiktok, and more.

- Conducted SEO keyword research to help brands get more traffic so they could be discovered on the internet among clients

## PROJECT EXPERIENCE

---

### MUIC and Ogilvy

Nakhon Pathom, Thailand

The Art of Sound creation event

*Jan 2018 - May 2018*

- Successfully contacted and secured sponsorship from over 20 companies for a total of \$20,000.
- Organized a successful launch event for an education service with a team of 9 members, resulting in sales by 25%.
- Managed all aspects of the event including a budget and staffing, ensuring that the event ran smoothly and efficiently.
- Collaborated with teammates to develop logos and fonts for social media platforms, which helped the event achieve a more modern look.
- Worked with experienced team members to create a cohesive brand identity across all platforms, leading to an increase in customer satisfaction

### Mahidol University International College

Nakhon Pathom, Thailand

Thesis Project for Mahidol University International

*Feb 2021 - Jul 2021*

- Produced Marionette short film (actress, producer, editor assistant, content promoter, and generated ideas for the storyline)
- Managed all social media accounts for Marionette, including creating and curating content, responding to comments and messages, and monitoring analytics

### Mahidol University International College

Nakhon Pathom, Thailand

Media Mee Jeng thesis exhibition

*Jan 2020 - Apr 2020*

- Organized the online event and created content to post on Facebook, Youtube, and Google Slides
- Hosted "Media Mee Wang" for my group's thesis project to reflect problems within the society

## LEADERSHIP EXPERIENCE

---

### WISE IR Company

Bangkok, Thailand

SEO and social media marketing projects

*Mar 2022 - Jun 2022*

- Successfully promoted company events and campaigns on social media
- Created Google survey forms to get the opinion of investors which helped to understand the purpose of the business.
- Contacted 5 digital agencies to do SEO for the company for website's growth and lead generation

### Mahidol University International College

Nakhon Pathom, Thailand

Marionette Short Film

*Feb 2021 - Jul 2021*

- Managed the team's time and resources effectively to ensure that the project was completed on schedule and within budget.
- Successfully led a team of six people in the development and completion of a short film as part of a university thesis project.
- Communicated effectively with team members to resolve any conflicts that arose during the course of the project.

## SKILLS & INTERESTS

---

Microsoft Office (Excel, Word, PowerPoint) Google (Doc, Sheets Slides), Final Cut Pro X, Premier Pro,

**Skills:** Languages, Canva, Graphic Designs, Computer Software, Cold Calling, Digital Marketing, Campaign Management

**Interests:** Digital Marketing, Social Media Marketing, Sales, Content Creation and Sales