



KRIT MAHANOND

10+ years of experience in project management, including 6 years in digital marketing. My expertise lies in data-driven analysis, online sales strategy, and process optimization. My passion for data has driven me to transition from management roles to pursue great opportunities as a Big Data specialist, where I can contribute a significant impact on organizations.

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EXPERIENCES

2018 - 2023

Senior Manager

TEA Corporation Co., Ltd.

2018- JUL 2023 (5 y.) (Tea / Ecommerce business)



- Held the role of COO, overseeing the operations of e-commerce, marketing, HR, and ERP processes.
- Establish company-wide data infrastructure, collaborate with departments for insightful visualizations, saving time and improving accuracy for data-driven decisions.
- **Digital Marketing**
 - Lead e-commerce team through channels such as Lazada, Shopee, Web-commerce, Line my shop, JD Central and Tiktok.
 - Drive e-commerce team to achieve KPIs (120%+ growth in 2022 and 27% growth in Q1 2023).
 - Manage team for optimizing ads in all e-commerce channels with 200k+ budget per month to reach maximum ROI.
 - Track, collect, analyze, and optimize marketing strategies to enhance the CX throughout the marketing funnel.
 - In charge of weekly and monthly meeting, campaigning, brainstorming, task delegation and sale forecasting.
 - Responsible for Google Ads account (currently 5 accounts) with 120k+ budget per month.
- **System Implementation**
 - Plan and implement operation system and workflow procedures from zero to success such as ISO9001:2015, GHPs & HACCP rev.5 (2020), Monday workflow (all departments), ERP(TRCloud) and fulfillment system.
- **HRD & HRM**
 - Budgeting, payroll, recruiting, benefit plan and evaluation.
 - Establish training plans and arrange training sessions (including training materials).

2016

Business Owner

Vegas Fried Chicken (Fast Food Business)

2016- 2017 (1 y.)



- Manage 3 branches to achieve business goals.

2016

Project Manager

Michi Corporation Co., Ltd. (Tea Business)

2016 (8 m.)

- Initiate new projects, research for materials, bugeting, brand designing and develop new franchise business models.

2011

Sales Marketing Manager

More Dairy Co., Ltd. (Dairy Product Business)

2011-2014 (2.4 y.)

2010

Export Sales Executive

Vanachai Group PCL. (Wood Base Business)

2010-2011 (1.1 y.)

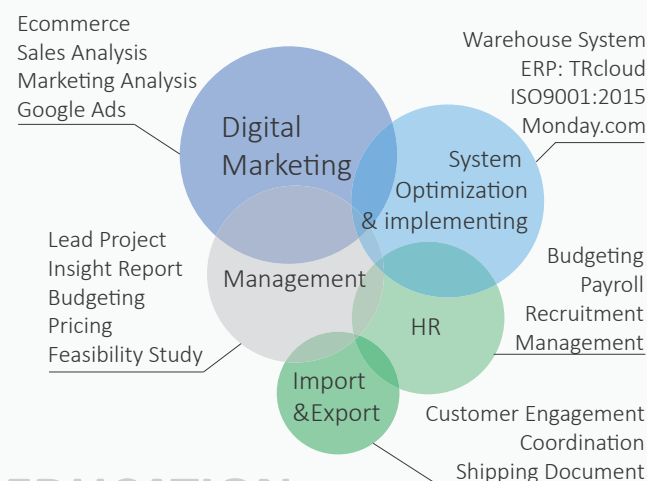
SKILLS

Database SQL R Tableau PowerBI Looker Studio
Meta Base BigQuery Spreadsheet E-Commerce
Google Adwards Google Analytics ERP Optimizing
Google Tag Manager Trello Monday Appsflyer
Wordpress Lightroom Illustrator Problem Solving
Analytical Creativity Data-Driven Decision Making
Team Leadership Presentation

TRAINING

- Google Business Intelligence Professional Certificate
Coursera By Google 2023
- Google Data Analytics Professional Certificate
Coursera By Google 2023
- Essential SQL for Everyone
Born to Dev Coding Academy 2022
- Food Safety and Standards Regulations
National Food Institute Ministry of Industry (NFI) 2020
- Ultimate Google Analytics courses
Udemy Online Course, Pravel Breck 2020
- Green Agro Processing Industry Projects : GAPI
Department Of Industrial Promotion 2013
- New Entrepreneurs Creation : NEC
Issue by: Department Of Industrial Promotion 2012

ROLES



EDUCATION

Certificate IV in Marketing

Starthfield College, Sydney Australia 2015

Bachelor Degree in Business English

Bangkok University International College 2009

LANGUAGES

Thai
English TOEIC Score 850