

# Pawin Kittidejpricha

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**Phone** +66818340885

**Nationality** Thai

Date of Birth Sep 30, 1980

### Link

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Skill

Analytical Thinking

Microsoft Office

Communication Skills

Flexibility and Adaptability

Computer Skills

Ability to Work in a Team

Project Management Skills

Languages
English
Intermediate
Thai
Native

### **Experience**

### **Marketing Manager**

### Minor Lifestyle (ESPRIT / BOSSINI)

Oct 2020 - Present

#### 1. Marketing

- Develop a marketing plan for each brand under supervision that aligns with the brands marketing strategy and work in a hyper collaborative manner with Product and Operations Teams to drive the execution on both online and offline channels to meet the brands common goals
- Collaborate with Product Team in identifying the right products, sales channels, promotion schedule, as well as assisting in seasonal product training sessions, aiming to achieve the brands targets
- Keep up with and support the Operation Team in deploying the marketing campaigns at the store fronts (both online and offline channels) in order to check the outcome and adjust the marketing plan accordingly when any issues arise
- Liaison with brand principals regarding marketing initiatives and ensure aligned execution
- Monitor the effectiveness of marketing activities for both online and offline channels, e.g. promotional campaigns, monthly in order to maximize the return on investment
- Oversee the production of all marketing and branding materials to make sure that they align well with the brand proposition
- Actively work on market research and data analysis for the purpose of seeking for business opportunities, e.g. new channels, new customer segmentations
- Manage All Marketplaces Whether it is coordinating with the product team to bring goods, prepare a promotion and find visibility to achieve sales target.
- Finding higher potential partners such as Citibank, SCB, KTC, etc. in order to data base expanding and more media supported.
- Co-ordinate with Department store about new store, Renovation and Re-Location.
- Manage and Planning Outside Promotion.
- Analyze break event point outside promotion to setting sales target.
- Co-ordinate with Sale Team about control stock and target sale

#### 2. Customer insights

- Gather customer insights from both internal (e.g. CRM database, customer survey, complaints) and external sources and analyses to come up with beneficial recommendations for improving the business performance of the brands
- Direct and provide guidelines for the team to conduct customer engagement initiatives, e.g. e-mail blasts, newsletters, member events

### 3. People management

- Provide guidance to the team in accordance with the organization's policies and procedures by maintaining transparent communication through appropriate channels
- Coach, mentor, and develop team members regarding skills and knowledge required for performing successful job
- Lead the team to meet the brand's expectations for productivity, quality, continuous improvement, and goal accomplishment
- Provide effective performance feedback and guidance for performance improvement

#### 4. Report & Presentation

- Monitor Sale Marketplace and find a issue for improve.
- Summary Sale Promotion Campaign Presentation
- Summary Sale Outside Pro Presentation
- Summary Sale Minorplus Burn point Campaign Presentation
- Summary CRM Active Sales Contribution Presentation
- Summary CDS & RBS Ranking Presentation
- Summary S-Commerce Presentation
- Summary Social Followers & Engagement Presentation
- Summary Marketplace Sale Performance Overview Presentation
- Other Project Presentation

# **Professional Summary**

- 18 years of experience in the retail business
- Strong analytical skills
- Adaptation to the situation
- Good Negotiation

### Experience

**Asst. Retail Marketing Manager** 

Minor Lifestyle (ESPRIT / BOSSINI / BROOKS BROTHERS / OVS / ETAM)

Apr 2012 - Sep 2020

### Sales & Marketing and promotion planning

- Initiate and implement promotion plans for generate business revenue.
- Implement and building brand and product awareness amongst targeted customer groups.
- Monitoring the market situation, sales performance and customer trends as well as observing sales volumes in order to develop existing marketing programs.
- Analyze and identify promotion efficiency and effectiveness by category and benchmark with competitors marketing plan.
- Co-ordinate with Department store about new store, Renovation and Re-Location.
- Set promotion by IT program.
- Co-ordinate and implement global promotion, Medias with principal for global standard.
- Analyze Database for CRM Program
- Provide CRM program to keep relationship with potential members in order to customer satisfaction.
- Approaching new business partners for co-promotion activities and events in order to create brand awareness.
- Finding higher potential partners such as Citibank, SCB, KTC, etc. in order to data base expanding and more media supported.

### **Project Management**

- Manage and Planning Outside Promotion.
- Analyze break event point outside promotion to setting sales target.
- Co-ordinate with Sale Team about control stock and target sale
- Co-ordinate with Supplier Fixture and Visual merchandiser for Popup store.
- Manage and implement marketing activities such as Store opening event, Fashion Show etc.

### **Marketing Officer**

### I.C.C. International Company Limited

Sep 2006 - Apr 2012

- Marketing Analysis
- Analysis Sale Out, Purchase and Competitor
- Women Boutique Store Share Monthly Report Presentation
- Growth of Department Store Group Monthly Report -presentation
- Sale and Profit of Elle Group Monthly Report Presentation
- Coordinate (Report and Activities) with Robinson Group
- · Plan marketing, research, events and activity
- Design research Process and Tools
- Coordinate Between Research Agency.
- Coordinate and Operating Marketing Activity.
- Co-operation Working Group His & Her (Member Service)
- Coordinate Visual Merchandise.
- · Support brand manager.

### **Marketing Officer**

### Thai Itokin co..ltd

Dec 2004 - Sep 2006

- Plan marketing, research, events and activity
- Design research Process and Tools
- Coordinate between Research Agency.
- Coordinate and Operating Marketing Activity.

# **Purchasing / Business Officer**

## Thai Takaya Ltd.

Jun 2003 – Jun 2004

- Purchase raw material for garment factory and washing factory.
- Prepare purchase order and document
- · Contact with existing clients and find new clients washing.

### **Achievements**

Improved margin Marketplace (Lazada, Shopee, JD Central, Central online from last year (18.5% -> 35.9%)

### Education

**Bachelor of Business Administration (Marketing)** 

Bangkok University
Jun 1999 – Mar 2003

**Extra-curricular activities** 

Periods Activities
April 1- May 16,2002

Rejoice Dummy Company - Bangkok University Sale Supervisor

# Hobby

Reading Article, Play Guitar and game, Travel

### References

Soravidha Sermpanich GM Menswear, The Mall Group soravidha.ser@themall.co.th

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### Ramida Russell Maneesatien

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