

# Panita Kaewroy

## CRM & Data Analysis

CRM Management – 7 years of experience in CRM both industry Software & Service and Distributor of fitness equipment  
Implement system and training the program to user cross oversea  
Sales& CRM Analysis B2B and B2C and market research  
Sales Cloud administrator (SalesForce)  
Marketing strategy development  
Online CRM

## Experience

- 2018 - Present  
Company Name | Sports Engineering and Recreation Asia, Ltd. (SEARA)  
Industry | Distributer Fitness equipment and recreation  
CRM & Data Analyst
  - Implement Salesforce, integration SAP B1 and Salesforce
  - Sales Cloud administrator and Training user Thailand and other country
  - Analyst Report and Dashboard
  - Data Management
  - Marketing Plan HuaHin Branch
  - Implement BSC apply to HuaHin Branch
  - Created E-newsletter, Facebook, Line
  - Google Analysis, Google Ads, Semrush
- 2012 - 2017  
Company Name | Netbay Public Company Limited  
Industry | Software & Gateway service provider  
CRM Agent
  - Implement and support software E-Logistic exclusive customers
  - Create report for customer
  - Pre sales – Post sales add on system
  - Coordinate with internal and external for new project or change request
  - UAT (User Accept Test) program
  - Work with Sales to maintain and achieve target
  - Customer Service
- 2010 - 2012  
Company Name | JPV Service  
Industry | Outsource Logistic (DHL Express)  
Shipping e-Express Export
  - Customs entry (paper less)
  - Clearance export expresses shipment
  - BOI Export
  - Retrieve report to following KPI
  - Coordinate customer for support document

## Reference

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## Contact

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## Education

2017  
MBA - Marketing  
Ramkhamhaeng University

2009  
Bachelor - Marketing  
Raja Mangala University

## Achivement

- Implementation Salesforce
- Integrated SAP and Salesforce
- Set up BSC to Sales and Marketing team
- CRM Specialist exclusive customer
- Sharing knowledge skill for team (Develop people)
- Create and launch and Marketing plan

## Language

Thai ● ● ● ● ● ●  
English ● ● ● ○ ○ ○