**Paopun PuNPUING เผ่าพันธ์ พันพึ่ง**

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## aBout

Currently I am working in Marketing Technology, focus on implement automation and scalable processes in SCB, Digital Banking.

Previously I started as manager since 2016 (team size 2-9), became pioneer and set up data team in previous companies and part of digital transformation with a demonstrated history of working in the Financial Services, E-Commerce, Retail, Property, and Consultancy industry.

## SKILLs

Team Management Project Management

Agile Methodology Process Improvement

Business Intelligence (BI) Management Information System (MIS)

Data Driven Marketing Customer Relationship Management (CRM)

## EDUCATION

**2013: M.B.A**. Mar Com, Naresuan University, BKK, Thailand   
**2008: M.S.** Decision Tech & management, NIDA, BKK, Thailand   
**2005: B.S.** Applied Statistics KMITL, BKK, Thailand

## SOFTWARE

**Programming language:** SQL **BI Tools:** Google Data Studio, QlikView, Tableau, Power BI  
**Marketing Tools:** IBM-UNICA, Seibel, Portrait dialogue, Clever Tap, Salesforce Marketing Cloud

## Work EXPERIENCE

**Siam Commercial Bank Public Company Limited**

**Jul2021 - present: Lead, Campaign Developer,** **Digital Marketing and Optimization**

• Focus on implement automation and scalable processes

• Support marketing by generating customer journey, target list, and configures campaigns through various channels (SMS, Direct Mail, E-Mail, Line Connect, SCB Easy App, Call Center) using Salesforce Marketing cloud.

• Fine tuning and optimize campaigns in more effective ways through multi-channels to achieve business goals.

## Work EXPERIENCE

**True Corporation Group**

**Jan2020 - Jun2021: Head of Business Intelligence [WeFresh, Ascend Commerce]**

**Mar2019 - Sep2019: Head of Business Intelligence [O2O, True Digital]**

• Lead BI team with 2 members.

• Conduct data analysis and with data visualization, focus on bridging data and business.

• Continuous process improvement using automation.

**FWD Life Insurance PCL**

**Jul2017 - Dec2018: Vice President – Business Strategy and Sales Support**

• Lead Business Strategy and Sales Support team with 9 members.  
• Process improvement initiatives: Automated Report, Mobile Application.

• Build customer analytics team and Tele sales channel.

**Mar2017 - Jul2017: Assistant Vice President - MIS Solutions**

• Lead MIS team with 5 members (Qlik View BI Developer), first Team in Company.

• Develop and implement MIS strategy to aligns with each Company Functions.

• Act as MIS Product Owner (Reporting and Dashboard)

**Allianz C.P. General Insurance PCL**

**Jul2016 - Mar2017: Head of MIS**

• Lead MIS Team with 2 members.

• Implement MIS strategy to support and reposition to Data Analytics.

• Provide support and maintenance to existing systems

**TMB Bank PCL**

**Jul2014 - Jun2016: Campaign Management and Analytics Specialist**

• Responsible for Investment products campaign management, campaign automation and analytics tasks.

• Evaluate current marketing activities and recommend improvements.

**Amway (Thailand) Ltd.:**

**2012 - 2014: Market Intelligence Senior Supervisor (Data Analyst)**

• Analyzing data/trends for executive management’s decision makings.

• Deliver and automated end to end CRM loyalty program using Seibel and propensity model.

• Responsible for Membership customer life cycle and Lead generation.

**Sansiri PCL**

**2010 - 2012: Database Marketing Officer (CRM & Direct Marketing)**

• Set-up "Sansiri Privileges'" database marketing and customer database from scratch.

• Monitoring operation to serve any database marketing activities.

**Digital Alchemy Thailand**

**2009 - 2010: Database Marketing Analyst**

• Build automated marketing campaign of clients using UNICA.

• Occupational training at Head office in Sydney, Australia.