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| PONGNARIN WONGRATTANAKULTHON (Mr.) A highly professional brand, marketing, and product management. Experience in a fast-paced environment and able to quickly understand mission and vision of business.  Also experienced with new product development process from beginning to activation process with retails (MT / TT) and home shopping business.  **EDUCATION** Bachelor of Business Administration, Advertising ManagementAssumption University Jun 2001 – Oct 2006 Certificate of High School, Mathematics-SciencesTraimitwitthayalai School May 1997 – Mar 2000 Contact +66 8 0289 2232  [pongnarin.wo@gmail.com](mailto:pongnarin.wo@gmail.com) SKILLS |  | WORK EXPERIENCECosmina Co., Ltd. | SENIOR MARKETING MANAGER **Nov 2022 – Present**  Total sales & marketing management both online & offline (70:30) for FACELABS brand and COSMINA OEM; developing, implementing and executing strategic marketing plans and exploring new opportunities. Sales promotion for distribution channels and brand communication through online media (social media, in-platform media); CRM campaign to elevate sales and relationship for brands. O Shopping Co., Ltd | PRODUCT MARKETING & MERCHANDISING MANAGER **Dec 2020 – Nov 2022**  Sourcing & developing new products with partner for Home Shopping Channel; selling point, promotion, sales package, and product training. Monitoring sales and stock for company’s focused products, data analyzing and providing marketing tools to enhance sales achievement; inbound, outbound, and online. Work closely with production team for show program; product briefing, show idea, script writing, and demonstration idea. RS GROUP PLC (Lifestar Co., Ltd.) | SENIOR PRODUCT MANAGER **Jan 2019 - Nov 2020**  Develop total brand strategy for responsible brand; new product development, communication package, marketing package and sales strategy for RSMall and other channels. Analyze competitive environment through data from BI software to develop alternative direction for brand to enhance sales or maintain share in particular channel. Minor International - Lifestyle | BUSINESS DEVELOPMENT MANAGER **Aug 2018 - Dec 2018**  New opportunity generation from existing customers for OEM of homecare products also new client acquisition, manage the whole NPD process till delivered to customer. I.C.C. International PLC | ASSIST. BRAND MANAGER & INTERNATIONAL BUSINESS DEVELOPMENTMar 2015 - Jul 2018Strategic planning of total core brand BSC Cosmetology brand; Brand year plan, products, promotions, campaignsfor retailers (MT, TT), department stores, and online marketplace.Oversea business expansion, Vietnam, Cambodia, Malaysia, Indonesia, and Taiwan. Marketing and Sales strategy support for international distributors.U Star (Thailand) Co., Ltd. | PRODUCT MANAGERJul 2012 - Feb 2015Manage skin care and personal care portfolio, define and control the product life cycle also identify the new product for growth. Support sales unit for marketing material and product training. **Prinsiri PLC** | **ASSISTANT BRAND MANAGER** June 2011 - May 2012Manage 1 High-rises, 2 Low Rises and 2 Home projects, create marketing strategic plan to create walk & visit which leads to sales conversion. **S&J International Enterprises PLC** | **MARKET RESEARCH & KEY ACCOUNT EXECUTIVE** Apr 2009 - May 2011Maintain sales & new product development with corporate’s key account; Watsons, planning for recurring order.Develop new product concepts and desk research for market competitive environment. **Sangchai Equipment 1984** | **MARKETING EXECUTIVE** Dec2007 - Feb 2009Marketing for dealers of company, new product seminar, trade and consumer promotion, new brand activation. **TCC Land Retail** | **MARKETING & CUSTOMER SERVICE** Feb 2007 - Dec 2007 New tenants’ acquisition and existing tenants service for shopping center, services and rental agreement. |