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Top Skills

Mathematics
Foreign Languages
Creativity

Languages

Chinese (Elementary)
English (Native or Bilingual)
Lao (Professional Working)

Honors-Awards

Debate
Representative Choir
Publication of Bangkok City of Angle
Event

Panupong Jackie Mapong (馬傑陽)

Business Development Manager
Bangkok Metropolitan Area, Thailand

Summary

Yourself Your Success

Experience

MrSpeedy - Your Trusted Logistic On Demand
Business Development Manager
January 2020 - April 2020 (4 months)

- Manage the day to day relationship with key contacts (Maintain and grow a network of contacts at the client site).
- Reaching out new sales opportunities through cold calling, e-mail, networking and any other means.
- Maintaining existing client relationship and increase existing client delivery volume by providing improvement quality.
- Handling with leaving clients, understanding their issues and find a quick executable solution with operational team to improve our service for the client.
- Analyst basic data and client requirements and also identify opportunities to evolve our deliverables as new technology and demonstrating analyst insight to clients.

OYO

Business Development Manager
June 2019 - January 2020 (8 months)
Bangkok Metropolitan Area, Thailand

- Plan & oversee business development efforts for OYO Thailand in assigned areas / clusters with a goal to on-board high-quality budget hotels on to OYO network
- Identify new hotels that meet OYO standards in terms of location, pricing, infrastructure quality, owner willingness etc. and pitch OYO's partnership proposal
- Negotiate OYO's commercial agreement with interested hotels

- Strengthen relationship with existing hotel partners & other relevant stakeholders

Work closely with revenue management team to drive topline for the partner hotel

- Collaborate with other teams in OYO such as operations, marketing, pricing, customer support, finance etc. to ensure smooth functioning of hotels on day-to-day basis

myWorld International

Sales Account Manager

August 2018 - May 2019 (10 months)

Bangkok Metropolitan Area, Thailand

- Develop and support key account business plan, goals and objectives with operations, sales representatives, and project developers.
- Act as a main point of contact for Merchants with the goal to develop strong business relationships, create mutual trust, resolve any conflicts, and grow revenue over time.
- Work cross functionally with our Merchant Support, Marketing, and Product teams to deliver simplified processes and optimize for scale for company e commerce.
- Participate in business leadership meetings and also doing partnership; developing and driving directions and programs which improve the competitive position and profitability of the organization.
- Oversee reporting of key performance indicators and review meetings with accounts, typically on a quarterly or annual basis.

Drilltec

Regional Marketing and Communication Manager

January 2014 - July 2018 (4 years 7 months)

South East Asia

- Develop and grow Drilltec Business in South East Asia
- Show leadership in the development and implementation of Drilltec brand building strategy.
- Work closely with existing manufacturers, distributors, and managers to meet mid/long term growth objectives.
- Appoint new licensees and agents, when needed, in respective market to expand market coverage for maximum sales coverage.

- Increase market coverage and sales by developing and maintaining relationships with new customers. Take hands on approach in the sales process.
- Coordinate closely with distributors to formulate and implement Drilltec sales strategies. Know/study the local markets to develop strategies based on each markets nuances.
- Keep well informed of the market conditions and development globally.
- Monitor and analyze market and customer activities. Use this information for long-term planning and market expansion.
- Establish and maintain key contacts with relevant organizations and government entities. Ensure a clear understanding of the end-user and market needs/requirements.
- Be prepared to travel on-site to assist local country contacts to work through problems and/or expand Drilltec business.
- Accomplishment since 2014
 - Over US\$1 Million in sales in year
 - Expansion into Myanmar market
 - Individual Sales topping US\$ 179,000
 - Expansion into Middle East
 - In current negotiations for deal worth in excess or US\$ 1 million

Easy Taxi

Marketing and Operations Manager

March 2015 - July 2015 (5 months)

Asia Pacific

I was responsible for managing Social Media marketing campaigns and day-to-day activities including:

- Curate relevant content to reach the company's ideal customers.
- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
- Conduct online advocacy and open stream for cross-promotions.
- Develop and expand community and/or blogger outreach efforts.
- Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog).
- Design, create and manage promotions and Social ad campaigns.
- Compile report for management showing results (ROI).
- Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate.

- Demonstrate ability to map out marketing strategy and then drive that strategy proven by testing and metrics.
- Develop a strategy and implement a proactive process for capturing customer online reviews.
- Monitor online ratings and respond accordingly.
- Monitor trends in Social Media tools, applications, channels, design and strategy.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns.
- Analyze, review, and report on effectiveness of campaigns in an effort to maximize results.
- Coaching conversations with staff setting monthly goals to increase productivity
- Establish new customers and market for new business opportunities. .
- KPI overlook and analysing along with the country manager.
- Develop driver training programme and optimize the procedures.
- Generate revenue on effective prospecting and develop business strategies.
- Testing both driver apps and customer apps to to make the apps work effectively
- Recruiting driver and oversaw development including launch the new area of service.

HotelQuickly Ltd

Local Marketing and Operations

July 2014 - December 2014 (6 months)

Asia Pacific

- Responsible for localise application and on ground application testing by observing the customer using the apps along with the IT Department
- Maintained hotel and booking sales volume over hundred of hotels
- Increase sale with excellent customer service and clientele
- Prepare marketing plan and sales plan to achieve targets and sale & campaigns data analyse after launching and follow up with all sales.
- Sale representative to increase the hotel yearly target more than 100 hotels.
- Designing the social media graphics and launching online platforms to generate more sales by using social media as tools such as Twitter, Facebook and etc.
- Doing partnership with well known companies for launching campaigns together such as Lazada, Grab, Uber and etc.

Scholastic

English Language Instructor

October 2013 - May 2014 (8 months)

Bangkok

- Teaching English as a foreign language by focusing on the mastery of 5 core language skills: Vocabulary, Phonics, Reading, Speaking, and Writing combine with game those methods will lead students to be successful of using English as native speaker in the future.

Embassy of the Kingdom of Belgium in Thailand

Diplomatic Internship

October 2013 - December 2013 (3 months)

Bangkok

- Responsible for translation official document of the embassy in Consular Department and assisting consul and first secretary prepare important documents for the ambassador.
- Interpreter for the Visa Office and also register data into the Ministry of Foreign Affair of Belgium data based system.
- Prepared the official documents for Belgian citizens who live in following countries Kingdom of Thailand, Kingdom of Cambodia, Lao People's Democratic Republic, and the Republic of the Union of Myanmar.

Education

Box Hill Institute

Business Administration

Yale University

Financial Marketing

Assumption University of Thailand

Business English

Ramkhamhaeng University

Business Administration and Management, General

Activity

10/06/2020, Panupong Jackie Mapong (馬傑陽) added candidate to
Business Development Specialist