

Thitirat (Jane) Chuprasut

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A business-minded digital marketing, communications, and strategy-passionate team player adept in managing tasks, people, and time. My skills lie in the scope of developing strategic and creative content support for partnership-building, infrastructure and product development, and digital marketing enhancement.

EXPERIENCES

Bitkub Online Co., Ltd. | Marketing Associate, Coin Business Partnership, Social Media and Content Strategist | 02/2022 - 07/2023

- Generated over a 25% increase in trading volume and acquired 11,000 new users through various campaign airdrops.
- Acquired over 20 million baht in airdrop sponsorship and marketing support fees from partners as a form of marketing budget.
- Transformed Bitkub's TikTok presence, creating viral content with short video clips that garnered xM views, achieving an extraordinary +4x% follower growth during my tenure.
- Enhanced coin exposure to the Thai community through partnerships with Circle (USDC), TRON, Avalanche, Hedera, Fantom, Emurgo, and SIX Network, RealX - TokenX, resulting in a 1,000% increase in awareness.
- Orchestrated marketing operations by managing communication, procurement, online announcements, digital content, and team personnel.
- Executed content marketing strategies, ensuring timely content delivery, crypto education, and effective partner communication, resulting in a revenue uplift of over 22%.
- Drove remarkable growth in Bitkub's LINE@ community, increasing member numbers while optimizing engagement rates through innovative strategies, fostering sustained audience interaction.
- Pioneered a series of highly successful marketing growth hacks, strategically designed to acquire new users, nurture customer relationships, re-engage churned users, and significantly boost trading volume and transactions
- Spearheaded campaigns management with a focus on product analysis, drafting, budget allocation, and diverse campaign scopes.
- Drove strategic planning efforts, including product monetization, user education, and fostering partnerships.
- Demonstrated digital marketing expertise, utilizing various tools to create effective ad campaigns and optimize performance.
- Contributed to business development by devising growth plans, enhancing KYC rates, and bridging digital currencies with traditional finance.
- Excelled in event planning, adapting roles for large-scale events, scripting, booth design, and partnership-based events such as partnership announcements, offline and online airdrop activities, business pitching competitions, and community meet-up with over 1,500 participants both offline and online.
- Leveraged data analysis skills to curate and deploy data-driven marketing strategies and compile partner statistics.
- Showcased creativity in scriptwriting, event hosting, directing shoots, and graphic design management.
- Assumed additional roles, including sports event coordination, voice acting, and modeling for stock photos, and event moderation.
- Worked closely with the Thai SEC and submitted the necessary documents for approval.

One 31 Co., Ltd. | Digital Marketing | 11/2021 - 02/2022

- Managed company's content and copyrights ownership assessment.
- Developed social media strategies through intensive market and trends research – a decisive actor in enabling long-term plans.
- Developed KPIs for internal and external teams for interoperability.
- Curated One 31 and other group companies' digital marketing strategies.
- Consistently created impromptu / instant easy-to-consume media.
- Created and optimized YouTube and Google ads to enhance views and traffic.
- Responsible for developing best performing content.
- Established promotion plan for the launch of new application; "1D".
- Conducted data-based enhancements to promotion plans, corporate's digital marketing approach, and trend/market/demographic studies.

True Digital Group Co., Ltd. | Content Marketing Internship in VOD Business/ Commercial/ Digital Media and Platform (TrueID) | 07/2021 - 10/2021

- Managed VOD for TrueID: Point redemptions and rewards, collaborated with external and group partners, developed promotional campaigns and discounts.
- Curated, selected, and negotiated directly with entertainment studios to acquire streaming rights for a variety of shows.
- Responsible for enhancing views on the platform and promoting selected shows through digital marketing content and social media publications
- In-depth understanding of demographic and trends of partners' shows.
- Direct budget allocation for marketing communications plans.
- Developed paid media and promotion plans.
- Contributed to UX/UI modifications for the TrueID application.
- Media Strategy, Content Briefings, Data and Numerical Analysis, Content Creation, Media planning, and Campaign Lead

EDUCATION

Thammasat University | B.A. - Business English Communication International Program Minor: PR and Marketing | 08/2017 - 05/2021

- Main scope of English communication skills essential for business transactions.
- Studied and developed the skills of listening, speaking, reading, and writing English within business contexts.

EXTRA-CURRICULAR ACTIVITIES

Torch Magazine — Chief of PR team & Coordinated with Models and Sponsors & Partners

- Spearheaded the PR team and promoted cooperation, punctuality, teamwork, and organization amongst fellow colleagues.
- Directly involved with online and on-site/event-based promotions with the goal of enhancing brand awareness and reader acquisition.
- Made executive decisions to enhance monetary gains, whilst reducing publishing/manufacturing costs and developing entirely new marketing approaches.
- Designed and successfully sold popular promotional stickers as a means of monetization.
- Responsible for assigning suitable individuals as models, as well as supervising photoshoots and their promotion.

Online Businesses — International Products Pre-ordering, Fashion Consultation and Product Sales, Artists' Products Reseller

- Solely established, overlooked, and grew my businesses through numerous offline and online-based channels.
- Researching products/services based on trend studies and marketing and demographic research, whilst also initiating and developing ties with dealers and regular customers.
- Developed marketing strategies to boost sales and engagement — Developed and curated promoted social media ads.
- Supervised presence on all online platforms and shipping preparation processes.
- Honed business negotiation skills through direct discussion and business-enhancement plans with overseas retailers to develop sustainable partnerships and deals.

And more eg. – Business Project, Faculty cheerleader, PR team for TU-CU Football Event, Asian Youth Leadership Initiative 2019 Event, etc.

SKILLS

Industry Skills:	<i>Marketing, Digital marketing, Business planning/ strategics, Management, Content creation, Analytical, Marketing operations, Social Media, Media Planning, Project Management, Online Advertising, Data Analysis, Business Intelligence, Offline Marketing, Event Planning</i>
Software Tools:	<i>MS Office, Google tools, RStudio, Adobe Photoshop, Video editing, SPSS, AppsFlyer, Google Analytics, Slack, Lark, Discord, Meta Business Suite, GetResponse, DocuSign, Google Adwords, YouTube Studio, Data Studio, PandaDoc, Creator Studio, Apple Search Ads, Facebook Ads Manager, AppNext, TikTok Ads Manager, Huawei Ads, Zoho, App Annie, Zocial Eye, OneSignal, LINE Ads Manager, Hootsuite, Flash ERP, SQL, Power BI, Canva, CRM tools</i>
Languages:	<i>Thai (Native), English (Professional), French (DELF A1)</i>
Social Media:	<i>Able to proficiently utilize Instagram, Facebook, X (Twitter), YouTube, Thread, LINE@ Manager, Telegram, and TikTok</i>
Soft Skills:	<i>Leadership, Team Player, Communication Skills, Decision Making, Collaboration, Business Negotiation Skills, Hardworking, Independent, Critical & Constructive thinking, Fast learning, Interpersonal skills, Highly adaptive advertising initiatives.</i>

INTERESTS

Marketing, Social media, Content creation, Management, Investment, Business strategics, Technologies, Beauty, Fashion, Lifestyle, Food, Beverage, Travel, Languages, Films, Entertaining, Banking, Cryptocurrency & Blockchain

CERTIFICATES & AWARDS

- **Project Initiation: Starting a Successful Project** NOV 2023: Granted by Google
- **Foundations of Project Management** NOV 2023: Granted by Google
- **Basic Power BI for Business Users** OCT 2023: Granted by Ducky Engineer
- **Google Digital Marketing & E-commerce Specialization** OCT 2023: Granted by Google
- **Satisfaction Guaranteed: Develop Customer Loyalty Online** OCT 2023: Granted by Google
- **Make the Sale: Build, Launch, and Manage E-commerce Stores** OCT 2023: Granted by Google
- **Assess for Success: Marketing Analytics and Measurement** OCT 2023: Granted by Google
- **Think Outside the Inbox: Email Marketing** OCT 2023: Granted by Google
- **From Likes to Leads: Interact with Customers Online** SEP 2023: Granted by Google
- **Attract and Engage Customers with Digital Marketing** AUG 2023: Granted by Google
- **Foundations of Digital Marketing and E-commerce** AUG 2023: Granted by Google
- **Social Media Marketing: Strategies and Optimizations** JUL 2023: Granted by LinkedIn
- **ChatGPT for Business and Marketing** MAY 2023: Granted by Insightist
- **Advanced Google Analytics** JAN 2023: Granted by Google Analytics
- **Google Analytics for Beginners** JAN 2023: Granted by Google Analytics
- **Asset Monetization Assessment** MAR 2022: Granted by YouTube
- **Content Ownership Assessment** MAR 2022: Granted by YouTube
- **Outstanding Participation of Extracurricular Events** SEP 2018: Granted by faculty in recognition of outstanding participants in extracurricular activities.