



## Nichanan Phopsira

### GENERAL MANAGER

### CONTACT

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### ABOUT ME

A results-driven leader with expertise in team development and organizational management. Adept at optimizing workforce capabilities and operational efficiency. Brings valuable experience in marketing and customer service, supported by exceptional communication and interpersonal skills.

### EDUCATION

#### WeStride Institute of Technology

- Full-Stack Development

#### Ramkhamhaeng University

Faculty of Law -  
(Studied for 3 academic years before leaving to pursue professional opportunities.)

- Team Member in Leadership Training Program, supporting leadership workshops and student development activities.

#### Potinit Wittayakom School

Science and Mathematics Program -  
Grade 12

- President of the Student Council

## WORK EXPERIENCE



February 2024 - November 2024

Ocean Gaming Ltd. (Metro Manila, Philippines)

*General Manager*

- Developed and implemented strategic initiatives through collaborative brainstorming to improve overall business operations and efficiency.
- Performed competitor analysis and strategic benchmarking to uncover market gaps and inform product positioning.
- Developed brand awareness, maintain strong customer relationships, and foster customer loyalty.
- Developed and execute business marketing plans and manage promotional activities.
- Managed accounting operations and controlled budgets to optimize financial performance.
- Managed affiliate marketing programs across Thailand, Vietnam, India, and Brazil.
- Collaborated with Mooir Gaming (Douglas, Isle of Man) on operations management to enhance workflow efficiency and ensure compliance with international standards.
- Experienced in Know Your Customer (KYC), Customer Due Diligence (CDD), risk assessment, and fraud detection.
- Team management experience across Thailand and Vietnam, focusing on CSR and marketing initiatives.
- Lead and train the Customer Service team to ensure adherence to Isle of Man Terms of Service, enhancing team performance and service quality.



June 2023 - January 2024

Simba789 Corporate (Metro Manila, Philippines)

*General Manager*

- Developed brand awareness, maintain strong customer relationships, and foster customer loyalty.
- Developed and execute business marketing plans and manage promotional activities.
- Managed accounting operations and controlled budgets to optimize financial performance.
- Engaged customers via application to motivate and encourage investment activities.
- Managed Facebook Ads and social media campaigns; performed sports analysis and prepared web content.
- Handled marketing communication and community management across platforms including Facebook, Line, Twitter, Instagram, VK, and TikTok.

## LANGUAGES

- Thai
- English

## SKILLS

- Management & Leadership
- Teamwork & Collaboration
- Communication & Intercultural Skills
- Adaptability & Mentoring
- Strategic Thinking & Problem Solving
- Customer Service

## TECHNICAL SKILLS

### Gaming & Customer Support Tools

- GM Tools
- LiveChat
- LINE OA

### Office Tools

- Microsoft Office
- Google Workspace
- Slack, Trello

### Business & Marketing

- Marketing Strategy & Brand Awareness
- Affiliate Marketing
- Market Research & Opportunity Analysis

### Design & Content Creation

- Adobe Photoshop

### Risk Management

- Know Your Customer (KYC)
- Customer Due Diligence (CDD)
- Risk Assessment
- Fraud Detection & Prevention

### Programming

- HTML, CSS
- Tailwind CSS
- JavaScript
- TypeScript
- React
- Database Design

### Web Development

- VS Code
- Git / GitHub
- REST APIs, Axios
- Postman



Wanf Fang Tech

May 2022 - March 2023

WANFANG Technology Management Inc.  
(Metro Manila, Philippines)

*Marketing Executive*

- Developed brand awareness, maintain strong customer relationships, and foster customer loyalty.
- Developed and execute business marketing plans and manage promotional activities. Contact customers through the application to motivate clients to invest.
- Managed Facebook Ads and social media campaigns, performed sports analysis and prepared web content.
- Handled marketing communication and community management across platforms including Facebook, Line, Twitter, Instagram, VK, and TikTok.



April 2016 - May 2022

WON Majestic Co., Ltd. (Metro Manila, Philippines /  
Sihanoukville, Cambodia)

*General Manager*

- Managed teams and conducted training courses and workshops for CSR and Marketing departments to enhance skills and performance.
- Handled recruitment, employee management, and accounting operations to support organizational growth and efficiency.
- Assisted in business marketing plan development and contributed to graphic design projects.
- Conducted in-game system testing, translated content, and planned promotions and events.
- Collaborated with esports teams, Net Idols, Influencer, and partners to promote websites and products.
- Wrote game guides, news articles, analyses, reviews, and previews to engage and inform the gaming community.
- Provided customer support and coordinated with related departments to resolve issues via Phone, LINE, Messenger, and LiveChat.
- Social Media Administrator – Managed social media accounts, created content, and analyzed engagement metrics to improve reach and performance.



November 2014 - April 2016

Kingsoft Corporation Limited (Kuala Lumpur, Malaysia)

*Senior Product Executive*

- Cooperated with partners to promote games and products.
- Conducted in-game system testing, wrote game guides, translated content, and planned events.
- Wrote news articles, reviews, and previews, and created artwork related to the company's games for game magazines and gaming news websites.
- Assisted customers and coordinated with related departments to resolve customer issues.
- Social Media Administrator – Managed social media accounts, created content, and analyzed engagement metrics to improve reach and performance.



May 2014 - November 2014

Clickalot Co., Ltd. (Bangkok, Thailand)

*Esports Tournament Planner*

- Planned online and offline esports tournaments.
- Management and Event Staff for a Game Competition.
- Cooperated with the esports team and partners to promote games, products, and tournaments.
- Wrote news articles, reviews, and previews related to the company's games for game magazines and gaming news websites.



September 2013 - May 2014

Ini3 Digital PLC (Bangkok, Thailand)

*Community Creator*

- Provided customer support and coordinated with relevant departments to efficiently resolve player issues.
- Collaborated with the development team to test and ensure the functionality and stability of game systems.
- Wrote game guides, news articles, reviews, and previews related to the company's games for game magazines and gaming news websites.
- Worked as MC, event coordinator, and narrator in various game tournaments.



May 2013 - August 2013

GAMEINDY (Bangkok, Thailand)

*Game Master*

- Provided customer support and coordinated with relevant departments to efficiently resolve player issues.
- Collaborated with the development team to test and ensure the functionality and stability of game systems.
- Wrote game guides, news articles, reviews, and previews related to the company's games for game magazines and gaming news websites.



August 2008 - February 2013

Asiasoft Corporation Public Company Limited  
(Bangkok, Thailand)

*Game Support Staff*

- Provided customer support and coordinated with relevant departments to efficiently resolve player issues.
- Collaborated with the development team to test and ensure the functionality and stability of game systems.
- Wrote game guides, news articles, reviews, and previews related to the company's games for game magazines and gaming news websites.
- Worked as MC, event coordinator, and narrator in various game tournaments.