

Apichat Rueangjirawanon (Branco)

Professional field: Managing director, General management, Digital consultant

Email address: arue.branco@gmail.com **LINE ID:** arue.branco

Mobile number: 093-094-9000

Current location: Bangkok



Introduction

With over 10 years of experience in business management, I have developed a comprehensive understanding of organization management, business strategy, digital transformation, programming, and digital marketing, including advanced ad performance optimization techniques.

Currently, I serve as Managing Director for a Martech startup that provides a marketplace platform for "Gig workers" and "Service businesses". I manage this venture remotely, dedicating 1-2 days a week to its operations. Additionally, I am available for new project opportunities for the remaining 3-5 days of my week, having recently concluded my tenure as MD for a digital outsourcing company that provided software development, digital marketing, and media production services.

Qualification

- ✓ Expertise in strategic marketing and branding.
- ✓ Knowledge of digital transformation tools, including ERP, CRM, POS, HRM software, and SaaS.
- ✓ Proficiency in digital marketing, such as SEO, SEM, ad optimization, A/B testing, funnel optimization, and monitoring, including the ability to build comprehensive performance monitoring reports.
- ✓ Strong financial acumen and ability to make strategic decisions that ensure the company's financial success.
- ✓ Experience managing finances, including budgeting, investments, and risk management.
- ✓ Skills in statistical analysis, numerical analysis, and data analysis.
- ✓ Experience in managing teams across different departments, including:
 - Developers team
 - Product designer team (UX/UI)
 - Media production team
 - Business operations team
 - Marketing team
 - Sales and business development team
- ✓ Ability to plan and implement operational strategies with a strong understanding of business practices.
- ✓ Knowledge of office administrative tasks, including accounting, taxation, and legal work.

Career timeline



Current work

Dec 2020 - Current > Managing Director

at Teenai integration co., ltd. (Industry: Marketplace platform, Startup, Technology)

- ✓ Oversee the strategic direction of an organization from launch stage to sustained stage.
- ✓ Determine product (platform) requirements as required for business operations.
- ✓ Provide expert guidance to all departments, including operations, marketing, and product development.
- ✓ Work closely with the developer team to support the team in setting up platform infrastructure.
- ✓ Participate in any event to introduce a product to the market (sales, business development, PR).
- ✓ Decide on investment strategies by considering cash and liquidity risks.
- ✓ Maintain accountability and report to the stakeholders regarding business activity and investment summaries.
- ✓ Engage in project pitches to seek opportunities for the company.
- ✓ Maintain daily operations including:
 - Make decisions on product features to be released, ensuring the product meets company expectations.
 - Manage UX/UI designer tasks for product improvement.
 - Manage production of digital assets that are needed for platform development and marketing.

Aug 2022 - Current > Managing Director

at Clinical technology co., ltd. (Industry: Clinical business software, Startup, Technology)

- ✓ Conduct legal work to establish the company and prepare office systems that support its activities.
- ✓ Research and gather information from competitor platforms, and develop unique features that distinguish the business and serve as a selling point.
- ✓ Specify product requirements that align with business goals.
- ✓ Design platform interfaces and materials needed for product development.
- ✓ Provide guidance to the marketing team to prepare sales channels, media, and user manuals that support company activities.
- ✓ Generate sales prospects by managing advertising campaigns.
- ✓ Seek out sales partnerships with medicine and medication tools companies to promote the platform.
- ✓ Design customer support protocols to ensure that customers have access to assistance when using the platform.

Past experience

Feb 2019 - Apr 2023 > Managing Director

at Teenai integration co., ltd. / Teenai information co., ltd. (Industry: Digital outsourcing business)

- ✓ Managing all aspects required to organize business activities, including creating and executing business plans that align with client prospect, company budget, and Human Resources plan.
- ✓ Execute and manage a "Marketing team" to provide marketing services for company clients, including:
 - Recruit and manage a team of employees responsible for digital marketing, media production, sales, and media planning, etc.
 - Provide training to team members to develop their knowledge of online marketing.
 - Delegate responsibilities to team members and provide guidance, training, and motivation to drive maximum business performance.
 - Ensure that services and operations meet client expectations and customer needs.

- ✓ Provide consultation to company clients regarding topics related to digital marketing management.
- ✓ Identify opportunities to increase company profits, such as acquiring new clients, adding new services or operations, or reorganizing internal workflows to increase work output.
- ✓ Leading and managing development teams that serve development services for company clients
 - Recruiting developers as needed from projects in backlog
 - Determining product requirements and assigning tasks to developers.
 - Working with UX/UI teams to finalize product interfaces
 - Testing applications before submitting to customer UAT
 - Preparing documents to support product development.
 - Calculate the cost of development and create a detailed quotation for the customer.
- ✓ Maintaining accountability and reporting to stakeholders regarding business activity and investment summaries.

Apr 2018 - Jan 2019 > Operational manager

at Befeni co., ltd. (Industry: Startup, Garment factory)

- ✓ During the time spent at the company, the monthly revenue was ~12 million THB with a staff of 155 employees.
- ✓ The job title was operational manager, with primary responsibilities encompassing industrial engineering.
- ✓ The production line was managed and reorganized to ensure the production floor operated at maximum efficiency.
- ✓ Conducted research and implemented improvements to the production process, to increase efficiency and output.
- ✓ Collaborated with a tailored expert to address production challenges and improve processes, leveraging their specialized knowledge and experience in the garment industry.
- ✓ The company's output was improved by 12% through the implementation of a production approach without incurring additional costs.
- ✓ Managed and reorganized office administration functions including financial, accounting, payroll, and reporting.

Jan 2016 - Jan 2018 > General manager

at Kereasea beach co., ltd. (Industry: Tourism, Recreational)

- ✓ Managed a team of 40 employees and oversaw a monthly revenue of approximately 7 million THB.
- ✓ Progressed from Reservation Manager to General Manager during my tenure.
- ✓ Successfully planned and executed the entire reservation process for the company.
- ✓ Designed and implemented operational procedures related to reservation management.
- ✓ Established productive affiliate partnerships with local agencies, both online and offline.
- ✓ Strategized and managed pricing, packaging, and travel product offerings to meet client demand and competition.
- ✓ Managed legal work. Ensured compliance with licensing requirements and regulations from the Department of Business Development, Tourism Authority of Thailand, and local government.
- ✓ Collaborated closely with the construction team and vendors to build the premises according to stakeholder concepts. And supported construction work, including document management, material purchasing, and delivery.
- ✓ Designed and implemented various administrative systems, including sales documents, reservation documents, financial reports, accounting summaries, employee databases, attendance records, payroll calculation systems, restaurant inventory tracking systems, company inventory tracking systems, and agency collaboration agreements.
- ✓ Created clear roles and responsibilities for all employees in the company.
- ✓ Recruited and trained managers and staff as required to maintain optimal team performance.
- ✓ Conducted day-to-day business operations oversight, including the monitoring of all office work and reports.

Consulting experience

For SP personal care co., ltd.

- ✓ Consulted clients on business strategy, with a focus on skincare and dermatological medicine.
- ✓ Provided strategic guidance for online sales and distribution methods.
- ✓ Proposed efficient stock and warehouse management solutions.
- ✓ Collaborated with fulfillment teams to streamline product delivery.
- ✓ Designed office recording workflows to monitor sales performance.
- ✓ Integrated CRM and fulfillment software to optimize business operations.
- ✓ Advised on and helped execute the effective use of online selling platforms for business growth, while also providing guidance to their employees.
- ✓ Compiled comprehensive reports to evaluate ROI and COGS from all business aspects.

For SP medical care co., ltd.

- ✓ Offered professional advice to customers based on my consulting experience.
- ✓ Studied how businesses work and created strategies to improve their market position.
- ✓ Revised and converted business strategies into practical marketing plans and execution strategies.
- ✓ Assisted clients in developing branding concepts, communication frameworks, and actionable marketing plans.
- ✓ Managed the implementation of these plans through outsourcing services.
- ✓ Helped businesses grow their revenue by more than seven times.
- ✓ Recently assisted businesses in creating protocols for how they operate.
- ✓ Recommended the use of digital tools to transform and modernize businesses.
- ✓ Set up systems to track sales from different channels and understand where investments are going.
- ✓ Identified which investments have the best ROI to better plan for future business strategies.

For Kalm skin expert co., ltd.

- ✓ Similar to SP Medical care co., ltd. > Mentioned above

For NFC tech co., ltd.

- ✓ Provided strategic consulting services, advising clients on product development and market growth strategies.
- ✓ Led web application design efforts to integrate with client's NFC (Near Field Communication) products.
- ✓ Created specific requirements tailored to client's products to ensure effective application functionality.
- ✓ Proposed and implemented new features to strategically increase user base and enhance user engagement.
- ✓ Advised on optimizing features for maximum effectiveness and customer satisfaction.
- ✓ Formulated and implemented actionable pricing strategies, taking into account relevant business conditions.
- ✓ Collaborated with marketing and development teams to ensure coordinated execution of strategies.

For Tencent (Thailand) co., ltd.

- ✓ Identified and developed online advertising strategies for a new series of VLOGs.
- ✓ Managed outsourcing services for VLOG production.

Portfolio

<https://drive.google.com/drive/folders/19bAv4chzL-GgntKRejv6rAPSAv5Zm21l>