



# PISANU UDOMRAPSAKUL

## Digital marketing strategy

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### PROFESSIONAL SUMMARY

Strategic and performance-obsessed Paid Media Lead with 2+ years of full-funnel experience in digital advertising. Expert in leading cross-platform campaigns, scaling paid channels with precision, and coaching teams toward KPI-focused execution. Known for balancing creative storytelling with data-driven decision-making. Adept at translating business goals into high-converting media strategies while navigating algorithm shifts and market volatility with agility and confidence.

### ACHIEVEMENTS

- Scaled team-wide ROAS across Facebook and TikTok by up to 5.2x through advanced segmentation and automation
- Reduced overall account CPA by 32% through full-funnel optimization and budget reallocation
- Led a 5-member Paid Media team to execute 30+ campaigns/month while maintaining creative consistency and performance standards
- Increased lead quality by 40% through deep-funnel analysis and persona-driven retargeting
- Rolled out UTM and GA4 tracking infrastructure, improving source attribution accuracy by 80%

### Work Experience

<b>Paid Media Lead</b>	RNP EXPRESS CO., LTD.	May 2024 - Present
<ul style="list-style-type: none"><li>Led full-funnel digital advertising operations across Meta (Facebook/Instagram), TikTok, Google, and YouTube, overseeing a portfolio of 50+ monthly campaigns targeting 8 international markets (USA, AUS, TW, UK, CA, UAE , KOR, NZD)</li><li>Built and standardized a Paid Media Ops System from scratch, including campaign naming protocols, optimization workflows, performance dashboards, and reporting automation using GA4, Looker Studio, and Google Sheets</li><li>Directed a team of 5 media buyers, implemented weekly syncs, cross-learning rituals, and a performance review loop that resulted in a +35% increase in overall campaign efficiency within 3 months</li><li>Partnered with Creative &amp; Content teams to develop performance-based assets — increased CTR by +58% via creative iteration frameworks (A/B Hook, Format Rotation, Trend Triggering)</li><li>Launched cross-platform Retargeting &amp; Lookalike frameworks that outperformed baseline CVRs by 2.7x and lifted revenue by 40% MoM in 2 key regions</li><li>Collaborated with Sales and Business Development to align paid media strategies with seasonal promotions, resulting in 2x higher qualified leads during key campaigns (5.5, Black Friday, New Year)</li><li>Acted as Performance Consultant to internal stakeholders, delivering bi-weekly campaign insight reports and optimization roadmaps for both acquisition and retention funnels</li><li>Navigated crisis scenarios (ad disapproval, overspend, trend fatigue) with agile pivots — including emergency reallocation of a 6-figure ad budget within 48 hours while preserving ROI</li></ul>		
<b>Senior Digital marketing strategy officer</b>	RNP EXPRESS CO., LTD.	Sep 2023 - May 2024
<ul style="list-style-type: none"><li>Led cross-channel campaign planning across Meta, TikTok, and Google, aligning with seasonal goals, promotions, and regional audience behavior</li><li>Introduced monthly media review system to optimize ongoing ads using real-time dashboards and GA4 insights</li><li>Collaborated with content and creative teams to deliver funnel-specific messaging, which increased middle-funnel engagement by +43%</li><li>Proposed and executed the company’s first full-funnel framework, leading to a 2.3x improvement in lead-to-conversion ratio within 2 months</li><li>Supported leadership in translating business KPIs into actionable paid media goals for internal teams</li></ul>		

### KEY SKILLS

- Team Leadership: Coaching, Campaign Reviews, Task Delegation, Onboarding Newbies
- Ad Platforms: Facebook Ads, TikTok Ads, Google Ads, YouTube Ads, Meta Business Suite
- Strategy & Execution: Full-funnel Media Planning, Budget Scaling, High-ROAS Campaigns
- Analytics: GA4, Looker Studio, UTM Frameworks, Cost per Lead/Click/Acquisition Analysis
- Creative Briefing: Ad Copy, Hook Strategy, Video Angle Ideation, Content-Performance Alignment
- Tool Stack: Trello, Notion, CapCut, Canva Pro, Google Workspace, Slack, Zoom