

RESUME

Kornkanok Kantakhet (Korn)

Date of birth: February 3, 1986
Age: 34 years old
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OBJECTIVES & SKILLS

- Over 8 years experienced in social media marketing, partnership, bloggers with a demonstrated history of working in the hospitality industry. Skilled in Search Engine Optimization (SEO), Facebook Ads, Google utilization, Programmatic, Metaserach, MOZ, Wordpress, Revenue analysis skill, hospitality, professional manner, market research, strong marketing savvy, management and adaptability.
- Provide strong attitude and passion in digital marketing with personal favorite quote 'Can Do', love doing implementation of new technology. Being logical thinker and multipotential will find the ways for business solution, problem solving, seeking for new opportunity and maximize data utilization for revenue growth.

EXPECTED SALARY THB 75,000 (Negotiable)

EDUCATION

- 2004 – 2008** Bachelor' s Degree, Assumption University, Faculty of Arts, majoring in Business French and minor in Marketing. Cumulative GPA 2.54
- 1999 – 2004** High School, Satriwittaya 3, majoring in English – French. Cumulative GPA 2.48

CERTIFICATE

- 2018 - 2019** Google Digital Garage Certificate ID: F58 JT5 DYZ
Successfully completed the Fundamentals of digital marketing certification on August 12, 2018
- Google Analytics Academy
Awarded for successfully completing the course "Advanced Google Analytics"
Certificate of Completion. Certificate expires October 20, 2020
- Certificate of Digital Transformation Expert Platform by ATSI on 15 Oct'19
- Certificate of Completion the eMarketing Institute online course and examination on the topic of 'Search Engine Optimization' 24 Aug 2019

WORKING EXPERIENCE

Holiday Inn Bangkok Silom (IHG)
Position: Digital Marketing Manager
August 2018 – February 2020

Responsibilities:

- Plan for annual digital marketing budget to maximize paid media value, setting ROAS and strategies by segmentation to increase sales.

- Responsible for CMS of the website (Official launched mid of Dec'18), setup Google Analytics, Facebook pixels, plugin website for all social medias, audit website, monitor SEO performance through Google Search Console, Bing webmaster tool, backlink audit, keywords planner, content plan, and drive traffic from all campaign launched.
- Launch multi campaigns i.e. wedding, room, buffet campaigns, prepare for content strategies, key visual, communications plan to achieve the objective for KPI, budget allocation , Ads optimization, managed through Facebook Business Manager tool.
- Develop specific research as per project such as Facebook API Messenger (Chatbot) and more to input any opportunity aspect, propose strong vision for new ideas to grow business or to achieve the objective.
- Created Google Data studio, summarize report and demystify, monthly social medias statistics, customer's journey, analysis report. Plan to optimize the use of all online and offline marketing channels.
- Leverage best practices from Intercontinental Hotel Group regional team
- Database management, utilize efficiently based on segmentation to be applied for Facebook audiences and email direct marketing.
- Utilize Google products for hotel restaurants, increase awareness of festive promotions.
- Collaborate with GM and Director of Revenue to analyze revenue report, IHG campaign to leverage essential marketing budget for supporting i.e. SEM, PPC, Programmatic, Facebook Ads, Metasearch (self-bidding through Google Hotel Ads, TripAdvisor, Trivago), and Expedia TravelAds.
- Review the monthly and quarterly room, C&E analysis including optimize targeting, geo source into digital marketing plan to create efficiency execution with monthly report on basis
- Partially successful campaigns by 3 keys performance indicators:
Online Traffic , engagement and reach | Sales metric generated revenue | Conversion
 - Successful wedding fair campaign in 2019 with ROAS 22
 - Successful Metasearch overall result with ROAS 17.3:1 (year 2018)
 - Successful Metasearch overall result with ROAS 14.3:1 (year 2019)
 - SEO 1st page , position 3-5 [Brand keywords] in 6 months (without agency)

*Award Best of Teamwork in the month of February & September 2019

*Award Best of True Hospitality employee in the month of March, 2019

Mövenpick Asara Resort and Spa Hua Hin [Pre-opening team]

Position: Digital Marketing and Social Media Manager

February 2018 – July 2018

Responsibilities:

- Pre-opening team – Setup and manage all social media channels from Asara Villas and Suites Hua Hin, take over Google My Business, Trust You, TripAdvisor to setup work-flow within the team.
- Collaborate closely with Corporate team according to align brand guidelines and assets.
- Work closely with the DOSM, Revenue Manager and GM to maximize efficiencies in hotel's channel
- Set overall yearly digital marketing plan, e-commerce direction and budget allocation for hotel and outlets.
- Grouping database for maximized utilization through digital marketing activities.
- Work on bloggers list follow timeline and planing, negotiation, schedule time and key message to highlight before hotel's grand opening on 1 August 2018
- Shooting the entire food menu for social media and press and filming videos.
- Social Media Content Strategies :
 - Set social media calendar for the entire month, setting KPI, different content pillars, visual content.
 - Plan for producing creative video series in total 18 clips for 8 stories to present the atmosphere, people, lifestyle, vacation, food and beverage, Chocolate hour, large pool, etc. to release on Facebook, twitter and Instagram throughout the month of hotel opening period.
- In February, successful campaign launched F&B promotion on Valentines's day, the result has shown the revenue increasing up to 55% (ROAS 29:1) when compared to the entire year including during festive season.
- Support team by taking tour agent, Fam trip for hotel inspection and prepare media kit.

Mercure and ibis Erawan Thailand - 12 hotels (Accor)

Position: Group Digital Marketing Manager

March 2013 – January 2018

Responsibilities:

- Responsibilities of all digital media platforms for all operating 12 hotels.
- Oversee content management, creator and monitoring all social presences.
- Official 5 Facebook fanpages | 2 Twitter accounts | 3 Instagram accounts | 1 YouTube channel
- EDM | LINE@ application | Google analytics | 2 Weibo accounts of the hotels for 10 ibis hotels in Bangkok, Pattaya, Hua Hin, Samui, Krabi, Phuket, also Mercure Bangkok Siam and being a pre-opening team at Mercure Pattaya Ocean Resort and ibis Styles Krabi Aonang
- Initiative plan for driving business and tangible digital marketing by creating strategic social media, setting KPI, ROAS, launch occasional, annual and monthly activities with new gimmicks, creative outstanding artwork for eye catchy, analyze and optimize possibility of driving revenue, measurement for maximize profit.
- Ads management for all pages including Instagram and follow Facebook guidelines to reach the goals on each campaign especially when business was slow down.
- Respond all inquiries and understanding for crisis management in terms of respondent.
- Support to brand's guidelines, brand audit and global campaign e.g. Accor Super Sale, Web valet, social media campaign. Able to follow brand photo and video guidelines and update website.
- Manage all marketing budget and yearly plan, forecast the possibility of the future trend, keep updating social media's topics. Find out the objective and marketing strategies plan to always be the top leading in innovative for hospitality. (ibis Thailand was a case study in Accor APAC's digital handbook)
- Do research and invite online influencers, pet celebrities (for pet friendly hotel), build a good relationship with famous Thai bloggers, contact and match foreign bloggers for different destinations.
- Able to create yearly and monthly plan budget and marketing strategies for advertising on online media channels and customize to get the most value expense.
- Kind of sense of artist, being photographer to film short clip videos, briefing creative artwork, head project for events, i.e. sequence, script, idea of food and decoration, paid media plan, communication strategies.
- Preparing for pre-opening Novotel and ibis Styles Bangkok Sukhumvit 4 in Q2, 2018
- Partially successful campaign during working with Mercure and ibis Erawan Thailand
 - Successful ibis Market in 2016 and 2017 (First leading hotel in Thailand organize travel fair by taking place at owned hotel), lead over 200 people to the fair with great revenue result.
 - Successful social media strategy for driving engagement 1% to above 3% in year 2014-2016 by using data for improvement i.e. content, graphic design, customer's centric, influencers strategies and much more for driving hotel revenue.

BNH Hospital (Bangkok Nursing Home)

Position: International / Domestic Marketing Executive

June 2012 – February 2013

Responsibilities: Coordinate with Public Relation Department to organize events to provide seminars about Healthcare , Campaign planner, initiative of POS and oriented result , responsible for hotel and serviced apartments channels by supporting several activities, Client Management, response email, and arrange appointment for exclusive guest and coordinate to internal departments.

Kasemkij Group Company – 15 hotels

Cape Hotel Collection, Kantary Collection and Kameo Collection

Position: Online Communications officer

July 2009 – June 2012

Responsibilities: Responsible for developing, maintaining and updating company website, overseeing customer feedback via TripAdvisor, cooperating the case by case and developing new functions, integrate (plug-in) blog and generate content for company's social media (Facebook, Twitter, and YouTube), develop, manage marketing plan to increase traffic, brand awareness and analyze the statistics and create marketing promotions to target potential customers

SPECIAL EXPERIENCE

- SHS Stuffing Solution, Harrisburg, PA, USA (Work & Travel Program) March – June 2006
- Certificate of Appreciation and Thanks for having Working as staff, 28th World University Debating Championship, Assumption University.
- Committee Member, Tour Guide Club, Assumption University. (Year 2007)

SKILLS

Microsoft Offices , Basic HTML, Microsoft Outlook, Social media platforms, Google Ads , Google Analytics, Search console, SEO YouTube, Movie maker, Facebook ads, Fundamentals Wordpress

LANGUAGES

Mother tongue in Thai. Excellent in English.

INTERESTS

Design thinking, social network, innovative technology, blog, books, traveling, Google products, podcast, Netflix & investment in stock market.

STRENGTH:

Good in manner, detail-oriented person, team player, patient, friendly, positive attitude, problem solving, service mind, adaptability and fast Digital Marketing learner

REFERENCES

Mr. Chate Suthitananont, Former Regional Digital Marketing Manager at ACCOR APAC Headquarter in Bangkok
T. 093-663-9235

Ms. Sutassa Vareetip, Former Senior MKT Communications Mgr. at Mercure, ibis , Novotel Erawan Hotels Thailand
T. 095-564-2298

Ms. Sasithorn Kanwisit, Former Director of Sales and Marketing at Movenpick Asara Resort and Spa
T. 081-914-8488