

## Resume

### PERSONAL DATA

---



Name: Miss Busarin Lohanon (Tui)  
Address: 9/34 The Preston Townhome, Krungthep  
Kritha soi 7 yak 4, Huamark, Bangkok,  
Bangkok 10240  
Date of birth: June 22, 1976      Age: 44  
ID number: 3100602636462  
Mobile: 083 2585500  
E-mail address: [lohanonb@yahoo.com](mailto:lohanonb@yahoo.com)

### ACADEMIC BACKGROUND

---

May 2018  
Certificate: Topik 1 (Test of Proficiency in Korean)

July 2018  
Certificate: JLPT N5 level

February 2006-November 2006)  
University of Canberra, Australia (Continue Course)  
Master of Marketing Communication

January 2005 – November 2005  
Dhurakitpundit University  
Master of Marketing Communication

March 1996-February 2000  
Assumption University, Bangkok, Thailand (International Program)  
Bachelor degree of Business Administration  
Major: Hospitality & Tourism Management  
Minor: Business English

Year 1992-1996  
Convent of the Holy Infant Jesus (International Program)  
High School

Year 1982-1992  
Meter Dei School  
Kindergarten- Junior High School (M.3)

## EMPLOYMENT HISTORY

---

**Company**                      **Taisei Kogyo (Thailand) Co., Ltd.**

Type of business              Manufacturer OEM

Job Title                         Marketing & Business Development Manager

Period                             April 2017 - Present

- Branding & Communication : Strategic planning for offline and online marketing communication; exhibition, website content, corporate Youtube, Alibaba, VDO editing, corporate newsletters, customer message, flyer, brochure, manage SEO, Youtube, Twitter, LinkedIn, Google business
- Retain of customer relationship, plan acquire new customer via exhibition offline, online, webinar, e-commerce platform

**Company**                      **Bupa Health Insurance**

Job Title                         Brand, Marketing Communication Manager

Type of business              Insurance

Period                             January 2015 – September 2016

- Control corporate communication both internal and external
- Planning marketing & communication, branding via offline & online, event

**Company**                      **Nichiworld Co.,Ltd.**

Job Title                         Brand Manager (Toys)

Type of business              Trading / Imported brand product

Period                             January 2013 – November 2014

- Product sourcing & pricing strategy
- Analyze competitor, monitoring market trends and inventory control

**Company**                      **Woongjin Coway (Thailand) Co., Ltd.**

Job Title                         Assistant Marketing Manager

Type of business              Import

Period                             October 2009 – December 2012

- Brand development, Corporate identification control
- Marketing campaign : above the line, below the line marketing campaign

**Company**                      **Carrefour Thailand**

Job Title                         Buyer – Nonfood; DIY, furniture, lighting, mattress

Type of business              Retail business – Modern trade

Period                             July 2008 – October 2009

- Product sourcing, inventory control, product assortment control

**Company**                      **InterContinental Bangkok Hotel**

Job Title                         Sales Coordinator (Sales & Marketing department)

Type of business              Hotel

Period                             July 2000 – October 2005

- Coordinate among sales person and relevant department

Programs : premiere pro, wordpress, linkedIn, twitter, microsoft office, canva, bitly, UTM builder, asana, google business, linkedin ads, keyword planner, single window, web edi system (KWE)