

# Windnapat Sangpetwattanakul

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## PERSONAL PROFILE

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An experienced, result-driven digital marketer/manager who has successfully market various types of products and successfully built communities of customers to support product launch and sustainable sales. Currently looking to be involved in challenging marketing projects with exciting products.

## AREAS OF EXPERTISE

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- Facebook Marketing & Facebook Ads Manager
- Data Analysis and Process Improvement
- Viral Content Creation (infographics, videos, blogs)
- Influencer Marketing
- Google Marketing (SEO, Adwords, GDN, Remarketing)
- Marketing and Branding Strategy – Online / Offline
- Biddable Ads – Planning & Optimization
- ERP project management

## WORK EXPERIENCE

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### Marketing Manager

Jul 2018 – Present

#### *Nakornthon Hospital*

- Led the development of the hospital's new website, which allows online medical consultation and sales
- Generated strong sales with 100% return on ad spend (ROAS) in the first year and 150% return in the second year and beating the company's sales target
- Increased online awareness by 35% in the first year and 50% in the second year, resulting in over 50 millions brand awareness
- Planned and managed the creation and distribution of all media on all online platforms
- Managed online awareness and sales through marketing budget optimization and partnerships
- Collected and analyzed data to continuously improve performance of marketing activities and generate new strategies

### Digital Marketing Manager

Oct 2017 – May 2018

#### *Rebirth Thailand, Bangkok* (health- and beauty-related products importer and distributor)

- Increased the social media marketing cost efficiency by 100% during the first two month of work
- Boosted Facebook page engagement and brand awareness to drive sales of two separate product brands (Rebirth and Carmex)
- Tracked all key metrics to consistently optimize campaign performance
- Increased sales volume to the point of product inventory shortage at the end of the year
- Analyzed the marketing campaign performance for each market segment and created sales and marketing forecast

### Marketing Manager

Feb 2017 – Sep 2017

#### *118 Tong Pee Traders, Chiang Mai* (innovative herbal- and organic-products trader, owner of D-Herbs Plus)

- Devised and implemented reorganization strategy to optimize marketing division output
- Created and implemented both online and offline marketing strategy
- Managed and trained a team of four staffs
- Implemented tools to systematically track and optimize performance of marketing activities
- Created advertisement contents and drove customer engagement that resulted in hundreds of thousands of active audience

### Marketing Director

Feb 2014 – Apr 2015

#### *FHAM, Chiang Mai* (snail extract-based cosmetics manufacturer and distributor)

- Created and launched successfully product awareness campaigns that made the product the talk of the town and the center of media attention over night
- Created marketing content and promotions to continuously raise awareness and boost sales
- Organized product launch events

**Marketing Consultant****Jan 2013 – Jan 2014*****Shibui (part of TPF Corporation), Chiang Mai*** (cosmetic products distributor)

- Studied the product and market to devise the marketing strategy to launch the company
- Designed the company's product and packaging

**Marketing Creative****Feb 2011 – May 2012*****Doctor Absolute, Chiang Mai*** (consumer good distributor)

- Successfully ensured that the company's products are a part of the consumer trend by ensuring impactful and continuous presence in mainstream media (TV channels, magazine, books, etc.)
- Devised and coordinated marketing activities

**EDUCATION**

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**BA, Business Management with Major in Marketing****Jan 2013***Chiang Mai University***SKILLS**

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- Language: Thai – native, English – intermediate
- Photography and photo editing
- MS Office (Words, Excel, Powerpoint) – Proficient

**ACTIVITIES & INTERESTS**

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- Music: jazz, classical, and Thai
- Sports: bowling, basketball, football, bicycling
- Books: primarily economics- and business-related
- Cooking
- Singing