

MISS SIRINART BENJATHIKUL



PERSONAL INFORMATION

Address: 8/197 Icondo Soi Udomsuk58, Sukhumvit103, Bangna, Bangkok 10260

Mobile: 081-344-6854

Email: sirinart17@yahoo.co.th

Date of Birth: 17 April 1979

Nationality: Thai

Age: 42

CAREER OBJECTIVS

A Postpaid personalize senior manager position which I can manage and support the implementation of the BTL campaign through data. Direct, monitor and supervise the whole operation and quality of campaign to serve the customer needs and relationship.

QUALIFICATION

- Excellent project management and execution is advantage
- Ability to work under pressure and able to manage ad-hoc support
- Detail-oriented with story organizational & time management skill
- Good negotiation and interpersonal skills
- Strong organizational and problem-solving skill

EDUCATION HISTORY

May 2001 – 2003 Master's degree of Arts Program in Mass Communication Administration (MCA) at Thammasat University

October 1996 – 2000 Bachelor's degree of Business Administration (BBA) at Assumption University (ABAC)

October 1990 – 1996 High School at Kasetsart University Laboratory School

WORK EXPREINCE

Total Access Communication Public Company Limited. (dtac)_(Sep 2007 - Present)
Postpaid personalize senior manager

Campaign Contact & Fulfillment Role (BTL Campaigns)

- Participate in planning and determining methods for delivering BTL campaigns including executing and following up on customer retention segment through a variety of distribution channels.
- Analyze customers' data and leverage analytics finding to identify right target customers, right offering and right channels to maximize campaign effectiveness.
- Develop and activities suitable for target customers through various channels, how to use communication tools relevant channels including online and offline channels to recognize and understand the benefits.

- Promote and support the use of BTL campaigns, as well as closely monitor the performance of campaigns through various channels to provide feedback to teams involved in changing strategies and methods of campaigning in a timely manner.
- Working closely with all departments to ensure the campaign works effectively for all aspects of the company.
- Collect feedback from launched campaigns through various channels, summarize results and analyze to find ways to improve the campaign process to be effective by coordinating with relevant team to achieve the goals.
- Summarize the results of campaign operations and create presentations to communicate to the executives and various relevant departments.

Customer Experience Journey Role

- Customer Journey Mapping analyzing touch points with the organization and maximizing commercial opportunities.
- Ability to utilize digital platforms or digitization to lift customer experience and promotional education digitization directed at the consumer in consultation with marketing, to increase the number of new users and retain current users of the company's products.
- Overseeing direct communications with customers through the campaigns.
- Customer experience maps and service for redesigning episodes to get an end-to-end, holistic and multi-parties view.
- Understand business issues and customer pain points and translate to episodes which can be prioritized for re-design.
- Improve customer satisfaction results and ensure management of complaint handling is efficient. Refine and modify journey.

IMPACT Exhibition Management Company Limited. _(Dec 2003 - Sep 2007) **Event Manager**

- Get briefing for event concept and all customer requirements.
- Manage and Assign responding team for take care in each project type base on customer's satisfied and project achievement.
- Provide ongoing advice and assistance for further enhancing the quality and improving effectiveness of weak project implementation.
- Representative as hall owner who monitoring implementation process under regulation & condition of venue
- Coordinate closely conjunction with external customer and internal staff who had to concern on project driving
- Improve service standard and ultimate existing facility in order to ensure that be able to full fill customer satisfaction.
- Managing all performance and activity ongoing under contractual agreements and concept procedure
- Fully accountable for the establishment and management of all currently equipment and service staff for efficiency support whole event period.
- Analyze and evaluate project preferment to avoid future defect and develop in the next project.

Entertainment Golden Village Company Limited. _(Sep 2001 - Dec 2002) **Local Marketing Assistant**

- Initiate marketing plan and marketing activity focus on local area.

- Planning and organizing a highly successful launching and driving the marketing campaign.
- Developing multi-channel marketing including E-newsletter, leaflet, POP, event and local advertising.
- Motivating supporting staff towards the achievement of optimum service delivery standards to facilitate customer satisfaction and marketing target
- Developing and implementing new billing and forecasting systems which significantly improved overall efficiency
- Working in close conjunction with landlord and partnership to develop marketing strategies and point-of-sale materials on behalf of retail partners
- Development revenue and playing a key role in increasing revenue via marketing tool.
- Gaining a series of promotions through various product, marketing, operations and advertising management positions in field based and not against head office direction.
- Ultimately undertaking the head office role and marketing policy in order to ensure that all local performance under head office concept.
- Create local promotion and marketing activity support building and retaining the customer base
- Recognize and analyzes customer profile and behavior as information support to initiate successful campaign and focus on specific target.

SKILL

- Proficient in Microsoft Word, Excel, Access, Power Point, Internet, Email
 - Good command of Written and Spoken English
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