

# Kanokchon Saengsawang

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## RESUMESUMMARY

<b>Latest Position</b>	Digital Content and Campaign Manager
<b>Years(s)ofWork Experience</b>	19 years
<b>Latest Job Function</b>	Digital Content and Campaign Manager
<b>Latest Industry Sector</b>	Insurance broker
<b>Highest Education Attained</b>	Communication Arts Bachelor Degree [Bangkok University] (Major : Advertising / Minor : Public Relation)



## PERSONAL PARTICULARS

<b>Gender</b>	Female	<b>Age</b>	42
<b>Date of birth</b>	12-Feb-1979	<b>Religion</b>	Buddhism
<b>Nationality</b>	Thai	<b>Living Location</b>	Bangkok [Rama III]
<b>Marital Status</b>	Single		

## WORK EXPERIENCE

TMBThanachart Broker Company Limited,

Dec 2019, - Present

### Digital Content and Campaign Manager

Demand generation contents champion on all digital marketing touch point.

- Develop demand generation contents based on consumer insight for all digital marketing touch point for demand creation and drive our target consumers to our leads via lead capture digital platform.
- To be brand guardians of Tobjod.com and make sure our brand direction is consistent and outstanding from be crowd.

Digital campaign for drive more business results

- To develop digital campaign for better business results via (PRE – AT -POST consumer journey)
  - o PRE > Lead acquisition
  - o AT > Product campaign include promotion
  - o POST > Consumer reviews / Cross sell / Up sell
- Owner of digital campaign from strategy development > campaign set up > campaign optimization > campaign report and keep all campaigns as knowledge based for better campaign creations.

Jutha Wan Metal Ltd.

Feb, 2016 – Sep, 2019

### Corporate Communications Leader

- Web master, responsible for content uploading on [www.juthawan.co.th](http://www.juthawan.co.th) (Re-design) ,for example : Homepage, About Us, News & Knowledge, Products (Stainless, Tool Steel, Machinery Steel).
- Coordinate with IT Juthawan and vendor for Website Juthawan.
- Coordinate with vendor about Word press System and create draft layout for vendor
- Coordinate with others department in order to complete web contents.
- Present Ranking of Website Juthawan to direct report.
- Present Website Juthawan for Board of Directors (Monthly Report).
- Contact and coordinate with department/company and external parties.
- Take minutes of meetings.
- Follow up and ensure execution of task and assignment given.
- Schedule Executive Management's meetings and appointment.
- Coordinate with all parties in organizing the company activities including planning and administration arrangement.
- Communicate verbally and writing to answer inquiries and provide information.

**Hi-light Achievement:** Search engine optimize for JuthaWan Metal products from 12<sup>th</sup> ranking to 1<sup>st</sup> ranking by 4 months Increase search attendance 340 % by 1 year [ 1,071 persons/month ->> 4,422 persons/month]

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**Senior Marketing and Sales Support**

- Project Lead Mobile Application (KLeasing on Mobile).
- Webmaster, responsible for content uploading on [www.kasikornleasing.com](http://www.kasikornleasing.com),for example: Company news,car auction,company product banner.
- Web Marketing, responsible for interesting content uploading on [www.kautosmilesclub.com](http://www.kautosmilesclub.com),for Example : Car fortune,Tips for car care.
- Web Banner designer on [www.kasikornleasing.com](http://www.kasikornleasing.com)
- Online Magazine designer for 2 subjects on [www.kautosmilesclub.com](http://www.kautosmilesclub.com) KLTrip (Trip Guide for interesting place) and KL In Trend (Technology gadget).
- Customer Database Management : develop K-Auto Smiles Club Card which can use to pay the installment and also special offering from car-related shops and services.
- Working with car-related shops and services for special offering and promotion via [www.kautosmilesclub.com](http://www.kautosmilesclub.com) and direct mail.
- Internal Media Management : Utilize Receipt,Tax invoice, Bill Payment by adding the campaign announcement of Kasikorn Bank and Kasikorn Leasing.
- Company activities photographer : Press Conference, Sport Activities with dealers, New year Party,etc.
- Co-Activities with automobile company in order to promote the company products : such as Isuzu, Mitsubishi,etc.
- Company Representative to join CSR activities, for example, forest planting.
- Coordinate with IT Kasikorn Leasing, IT Kasikorn Bank and vendor for KL Membership project.
- Responsible for projects which related to Online Marketing and Digital Media.
- To be a master of ceremonies [MC] in Company's events

**Hi-light Achievement:** **INDIVIDUAL AWARDS** OUT STANDING PERFORMER AWARD 2014  
**TEAM AWARDS** ---BEST TEAM ACHIEVEMENT 2014: KLEASING ON MOBILE APPLICATION

**Marketing and Sales Executive**

- Present banner advertisings (ads) on www.ch7.com for agency and direct company.
- Monitor pageview and UIP on www.ch7.com.
- Create activities to increase pageview and UIP on www.ch7.com.
- Report the statistic banner ads summary to customers.

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**Hi-light Achievement:** Increase banner [SONY]advertising [ads.] from monthly contract to yearly

**Shinee dot com Co.,Ltd**

**Sep/2004 – Apr/2006**

**Senior Marketing Officer**

- Responsible for all graphic line such as Color Wallpaper, Theme, MMS, Animate and VDO Clip.
- Corporate and Communicate with partners for sponsor gifts in crucial Creamery such as Valentine day, Loeykrathong day etc.
- Setup media plan and marketing plan and summarize our all services.
- Check proof for print advertising [ads.].
- Create and organize booth all events.

**Hi-light Achievement:** Increase Color Wallpaper, Theme, MMS, Animate download 20% and then increase benefit 20% in this product category.

**SmileInteractiveCo.,Ltd**

**Jul /2001 – Feb/2004**

**PR Marketing**

- Co-ordinate between office and clients in Thailand and Foreign country.
- Create and organize activities on Smile Web and print advertising [ads.]
- Prepare and send Public Relation [PR] News to reporter and others
- Analyze on marketing plan, advertising plan and prepare marketing plan and media plan.
- Introduce SMS systems to magazines and consumer product.
- Create copywrite and check proof for print advertising [ads.]
- Create and organize booth activities to launch new products.
- To be a master of ceremonies [MC] in Company's events.

**Hi-light Achievement:** Enhance Image Company & MD to well-known in Advertising

## SKILLS

Microsoft Office packages [Microsoft word, Excel, Powerpoint] : Good  
Copy Writer : Excellent  
PhotoshopCS4 : Fair  
Search Engine Optimize [SEO] : Good  
Photograph : Good  
Master of Ceremonies : Excellent  
English : Fair

## TRAINING

**22Jul- 2 Sep,2017** : Digital Marketing Specialist Certificate Program by STEPS Training (36 Hours)

**Jun24-26,2015**: The Professional Announcer by MCOTACADEMY

**Mar26,2015**: 360 Degree Marketing Communication

**Feb20,2014**: Time Management

**Sep9,2013**: The Communication for Creative Conflict Management

**May18–19,2013** CC KNOWLEDGE BASE CO., Ltd. : Professional Presentation Skills

**2011**: Basic Photography

**2010**: Photoshop CS4

## References

1. **Mr.Ittiopl Yuktanand, Deputy Manager Directing**  
Kasikom Leasing Co., Ltd.  
084-251-5466 / 099-924-5662
2. **Mrs. Vorakanya Na Ranong Jayanandana, AVP**  
Kasikom Leasing Co., Ltd.  
087-705-7733

## Certification

