



Mr. Nattapuch Roptrong(Aof)

Call: 094-235-9897

Email: offer3678@gmail.com

Address : Atmoz Condo Soi 15 Lat Phrao Rd, Khwaeng Chom Phon, Khet Chatuchak,, Bangkok 10900

My name is Nattapuch Roptrong 35 years old, working experience 14 years with experience a event management , PR, Marketing Communications, Digital Marketing function of food business, foundation, Retail business. Proven ability to combine vision, fast learner ,creativity and industrial with developed project management and leadership qualities to support go to market efforts and branding positioning companies.

Experience

- **GMM GRAMMY PCL.** **2018 – 2020**

Creative Marketing Assistant Manager (Music Business)

Responsible in create music marketing strategies from customer insight including marketing campaigns, marketing event and media plan. Create content for marketing materials based on customer summaries and coordinate with suppliers to complete tasks and assignments design period, timelines, and budget control. Monitor a media performance and result tracking marketing materials on online media such as FB Ads, Pre roll Ads, Micro influencer, Local influencer, KOL and offline media such as BTS, MRT, Billboard, media partner such as One channel, 25 channel. Operation control all of customer project and summary report the work and present the customer.

- **MBK GROUP PCL.** **2016 – 2018**

Senior Marketing communications officer

Responsible in the set up and control brand corporate identity system, brand positioning management and marketing communication plan and media for marketing campaigns and marketing materials and control budget and coordinate with suppliers and advertising agencies to ensure effective work and meet team’s requirements, timelines, and budget and create a product communication message, design, review and edit all communications copy in term of printing material (e.g. leaflet, printing materials) with graphic designer and suppliers. Monitor a media performance and report on the effectiveness of marketing campaigns using pre-determined KPIs to management team

- **The Bar B Q Plaza (Food Passion Co.,Ltd.)** **2014 – 2016**

Assistant Manager of Corporate Communications and Marketing

Responsible in the marketing strategies and set direction to marketing plan and marketing communication plan and monitor the strategy and manage of marketing communications, including product release materials, event and

roadshow, sale promotions toolkit, store signs to lead and support the commercial objectives. Plan and Develop digital strategy & campaigns, budget assignment, media planning, post & pre evaluation of campaign contents. Optimize social media platforms, SEO & SEM (Organic & Google AdWords) to drive quality users to official website. Create a product communication message, design, review and edit all communications copy in term of printing material (e.g. catalogue, leaflet, printing materials) with graphic designer and suppliers. Coordinate with suppliers and advertising agencies to ensure effective work and meet team's requirements, timelines, and budget. Monitor & update the competitor's marketing with recommendation to team to keep competitive advantage. Monitor a media performance and report on the effectiveness of marketing campaigns using pre-determined KPIs to management team.

• **Commy Co.,Ltd. (mobile battery, IT business) 2012 - 2014**

Senior Marketing Officer

Responsible in marketing communication plan and marketing campaigns and marketing materials and control budget and coordinate with advertising agency and organizer about media plan and brief concept for design decoration. Manage all aspects of onsite activation: coordination with partners and staff members. Driving word of mouth using experiential ideas and activations, ensuring all activations are delivered through social media, influencers, and PR and Monitor a media performance and summary report to supervisor.

• **The Crown Property Bureau (Radio Traffic Social FM 99.5 MHz)..... 2010 - 2011**

Public Relations and Special Events officer

Responsible in public relationship and marketing event, marketing materials and budget. coordinate with PR agency and Organizer about CSR event. Manage all plan aspects of onsite activation: coordination with partners, reporter and staff members. Monitor a event performance and summary report report to supervisor.

• **Mcdonald 's Thailand Co.,Ltd. 2004 – 2010**

Restaurant Assistant Manager and Event marketing

Restaurant Assistant Manager

Responsible in the restaurant management about Food cost, Man power, Inventory, P&L, Ordering raw product, Food safety, Service, Equipment, Sales and Marketing materials.

Event marketing

Manage plan aspects of onsite activation over all: coordination with organizer, partners and staff members

Monitor a event performance and result summary report to supervisor.

Education

Bangkok University **2006 - 2009**

Bachelor degree of Communication Arts Major Journalism Minor Hotels and Tourism

Bangkok Business College. **2001 – 2004**

Major Marketing

Technical skill

Microsoft word ● ● ● ● ●

Microsoft Excel ● ● ● ● ○

Microsoft Powerpoint ● ● ● ● ●

Adobe Photoshop ● ● ● ● ○

Adobe illustration ● ● ● ● ○

English language ● ● ● ● ○

Area of expertise

Copywriting

Marketing communication

Branding & Digital marketing

Event management

Coporate communication

Team Building

Public Speaking Presentation
