

Personal Information

Miss Montarin Vacharapimolsilp

Address: 259/261 Sukhumvit 71 Road, Wattana, Khlong Tan, Bangkok 10110.

E-mail: montarinv@gmail.com

Mobile: 082 – 446 – 6664



Education

University of Wisconsin – Whitewater, U.S.A.

2006-2008

Master of Business Administration (M.B.A.).

Major: Marketing.

Overall GPA: 3.55

Thammasat University.

2001-2005

Sirindhorn International Institute of Technology (SIIT).

Bachelor of Science in Management of Technology.

Major: Engineering Management.

Work Experience

PunThai Coffee Ltd. (PTG Energy PLC.)

Jan 2020 – Jan 2021

Position: Strategic Marketing Division Manager.

- Initiated and executed marketing strategy/plan for coffee business to achieve company's business goal.
 - New product development.
 - Created the promotion campaign.
 - Delivery management.
 - CRM strategy (based on membership data, PT Max Card)
- Led effective communication in all channels, including online and offline.
- Managed budget, P&L, to ensure that all are well spent.
- Analyzed sales data, campaign that launched, customer behavior, market, and competitors.
- Closely collaborated with agency, R&D, graphic, procurement, operation, accountant team. Besides, dealt with IT in managing POS and other systems.

Kewpie (Thailand) Co., Ltd.

June 2018 – Nov 2018

Position: Product Supervisor.

- Created marketing plan/activity for the assigned products (Salad dressing: 6 flavors) both above the line and below the line.
 - Tie-in TV program, blogger review, influencer, cooking clip, FB management.
 - Established/organized the event such as demo at modern trade channel, (Makro, The mall, Tops, and Lotus), cooking contest, exhibition, Thaifex exhibition and Sahapat Fair.
 - Created communication strategy, designed marketing materials both online and offline.
- Implemented new product development.
- Partnership/Sponsorship management.
- Analyzed market information, sales data, competitors, trends, and consumer needs to set effective strategies.
- Deepen relationship with agencies, organizers, sales, chef (create a new menu that use our product as an ingredient), R&D, factory, graphic and other related functions to optimize the performance to achieve the target.

Work Experience

Kasikorn Asset Management Co., Ltd.

July 2012 - May 2018

Position: Marketing Executive.

- Initiated marketing/communication plan to achieve company's objective of increasing revenue, market share, acquisition and retention of customers.
- Developed awareness, key message, concept and content by collaborating closely with marketing communication team, agency, and organizer.
- Enhanced and maintain a great long-term relationship with customer through the strategic of recommendation and understanding their needs.
 - Provide the product knowledge to customer.
 - Prepare a visiting plan: proposal, pitch deal, presentation, and report as necessary.
 - Sorting the premium/gift to match each target group of customers.
- Planned & organized the events.
 - Seminar, thank you party, overseas business trip, upcountry outing, football game, etc.
- Dealt with internal departments such as law, accountant, risk management, fund manager, and others to deliver message, solve the problem, and find the best solution to customers.

Thai Beverage PLC.

June 2011 - June 2012

Position: Marketing Officer.

- Implemented marketing plan and brand management. (Spirits: SangSom, Blend 285, Mekhong, Meridian, Hong Thong, and Bangyikhan.)
 - Collaborated with agencies/organizers to develop and execution plan.
 - Promotion/Co-promotion with restaurant and bar.
 - Market visit.
 - Analyzed the data from research.
- New Product Development.
 - Rebranding/ New packaging (Sangsom).
 - Dealing with graphic design and factory about creating new logo, new bottle, and new box.
 - Made the presentation to sales team about new product compared to the old one.
 - Launched new product (Blend285).
 - Improved the current product to be better taste.
 - Created a questionnaire/Survey.
 - Focus group/ product testing which focus on the competitor's target group (100 pipers).
 - Created a new cocktail to be signature drink of Thailand (Mekhong).
 - Dealing with bartender about the ingredient, taste and appearance of the drink.
 - Implemented questionnaire/ focus group/ product testing to make NPD effective.
- Event: Organized/Executed/PR.
 - Event: SangSom Moveabar, Kerd award by Woody, beer garden and concert.
 - Booth: Food & Beverage exhibition, grand opening of the movie, wedding, restaurant and night club etc.
- Budget allocation/management.
- Acted as a partner with trade marketing/sales to build joint business plan with customers.
- Worked closely with the related parties for the marketing information, marketing tools, premium, point of purchase, point of sale, point of image, to both internal and external of the company.