



PAKIN CHALULAKSANANON

BUSINESS DEVELOPEMENT MANAGER (SALES)

Profile

BDM and Seller Manager with more than 10 years experience. Involved in B2B acquisition and B2B account management to maximize revenue for both partners and the company with the propose to hit the KPI to maintain good performance. Now, I am looking for an opportunity to use all of my soft skills that I have to apply with the related jobs in any industry.

Skills

Skill group

Account management	●●●●●
Sales	●●●●●
Marketing	●●●●●
Negotiation	●●●●●
Communication	●●●●●
Time management	●●●●●
Leadership	●●●●●
Training	●●●●●
CS	●●●●●
Biz Analysis	●●●●●
Presentation	●●●●●

Experience

Seller Manager

Medvine ,Thailand | Feb 2021 - Present

- create strategies to onboard sellers
- Find, onboard and educate Medvine seller to sell on Medvine marketplace
- Work with seller to optimize their stores and business to ensure their success on Medvine platform
- Responsible for manage existing key seller accounts
- Work with seller to join Medvine campaign to drive business
- Act as consultant for recommendation such category, price, promotion and operation to bring more revenue
- Collaboration within internal team incl marketing, CS and seller performance
- Coordinate with sellers to onboard their products on Medvine's marketplace

Business Development Manager

Zuzu Hospitality Solutions, Thailand | Dec 2018 - Apr 2020

- Acquisition of ZUZU Hospitality Solutions new partners
- Achieve growth and hitting or exceeding the sales target Understand the industry, identify opportunities and can develop and implement new sales initiatives and strategies to achieve the goal
- Manage the pipeline to forecast to meet targets
- Recruit,Coach & train new associate who join the company
- Demonstrate HMS & Channel manager to prospect partners
- Build & retain relationship with new & existing partners by understanding customer's needs & expectations for revenue generation purpose
- Ensure positive results after sales by working with revenue team to maximize revenue & profit

Achievements

Achievement

-**Service Start Award** at AIS for delivering outstanding customer service



-**Quest for The Best** at Skycity Casio for being an outstanding staff

-**MA of the year,2015** at Expedia for delivering great performance in term of rate & allotment

CERTIFICATES

IELTS: 6.5 out of 9

TOEIC: 775 out of 990

Project

- **Birthday Celebration Event**

for Expedia Thailand Office Monthly to increase engagement of its staff

- **Partner Appreciation Day**

Event Yearly to increase engagement of partners and for them to understand the goal of Expedia on that year . This event must be followed by the guideline of brand standard

Contact

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E-Commerce & Sales Manager

Praya Palazzo Boutique Hotel, Thailand | Jan 2017 - Nov 2018

- Maintain strategies for E-Commerce systems functionality and to ensure that sales strategies and rate restrictions are communicated, implemented and modified and reporting abnormalities to DOS
- Manages inventory, rate and promotion to maximize revenue to hit target
- Generates reports on E-Commerce systems and continually analyzes booking patterns
- To assist DOS to manage revenue in each market sections such as travel agent, OTAs, hotel website, direct RSVN & walk-in and complimentary by planning and managing a set of KPIs to achieve overall budgets including sales, margin, etc
- Managing and monitoring outbound, digital platform and reservation to deliver customer satisfaction
- Conduct regular competitor and market analysis on range and be aware of competitor promotions and recommend relevant product development actions
- Conduct regular monitor on social medias to get the insight and improve target customers including monitor all response communication via social medias to customers

Market Associate

Expedia, Thailand | Jan2011 - Dec 2016

- Increase revenue opportunities by secure inventory, rate, value- added and promotion against competitors
- Acquisition of new properties and renewals
- Consult with hotel partners to secure competitive rates and deliver improved metrics & improve product competitiveness through price renegotiation
- Evaluate market trends and competitor activity& provide the Market Management team with analysis and recommendations for potential actions and next steps.
- This includes, but is not limited to: analyzing market competitiveness reporting, prioritizing daily, weekly hotel calls, reporting and tracking progress of programs and initiatives, and analyzing their impact on market performance
- Manage promotional campaigns in market, including pitching promotional opportunities to partners and soliciting deals from hotels
- Prospecting new hotels and regional chains and participate in contract negotiations as needed.
- Onboarding a new partner upon acquisition of a new property by promoting the full product suite and initiatives and educate current partners on the full use of products and tools
- Presenting and demonstrating the value of products and services to prospective hoteliers

F&B Attendant

Skycity Casino, Darwin, Australia | Nov 2009 - Nov 2010

- To maintain a high customer service and to maintain high team focus by showing cooperation and support to colleagues in the pursuit of team goals.
- To maintain an environment that promotes fair, creativity and consistency in the quality of service delivery and presentation.
- To ensure that all food Safety Management Program polices and guidelines are followed and implemented.
- Serve and clear food and beverage items in an unobtrusive and professional manner.
- Ascertain a guest's satisfaction and handle any problem, which may arise informing a manager of the problem and how it was resolved.

Sales Assistant

Starboard Cruise Services , Miami, USA | June 2008 - June 2009

- Initiate conversation :ask open-ended questions to determine customer needs and present merchandise with enthusiasm
- Answer all questions regarding the merchandise and outline features and benefits
- Process sale and Utilize add-on selling, and merchandise upgrading techniques to maximize sales to accomplish goals in a team atmosphere Uses problem-solving methodology for decision making / follow-up.
- Solve problems when customers complain immediately and report to manager on duty

Contact Center Officer

AIS, Thailand || May 2004 - May 2008

- Answer customer calls with accurately, efficiently and professionally by following call center processes (English and Thai language)
- Maintain and update the necessary information for customer into related system with accurately
- Follow up on customer requests/issues or escalate to supervisors when needed according to department processes
- Perform sales activities to support business direction by providing and recommend the most suitable products and service to customer
- Fulfill other work assigned by supervisors or managers

Education

Master of Science in Technopreneurship and Innovation Management

Chulalongkorn University, Bangkok, Thailand | 2012 - 2014

E-Commerce, International Business, Marketing and Innovation Management, Leadership and Change Management, Product Planning Development etc.

B.A. of English Communication

Ramkhamhaeng University, Bangkok, Thailand | 2001 - 2004

Major in English Communication
Minor in Mass Communication

References

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