

# KOSIT [Pik] LUMPHASRI

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## About Me

Have a high passion toward Marketing Communication and Advertising with the experiences in such fields from the prominent industries

Also, keening to work in a CSR related field which can improve myself and the society as a whole



## Education

**Master's degree in Communication Arts (Strategy Communication)**

**Bangkok University**

2013 - 2016

**Bachelor's degree in Communication Arts (Advertising)**

**Bangkok University**

2001 - 2005

## Skills



Media Management & Strategy

Content Creating

PR & Event Management

CSR Management

## Qualifications



Marketing Strategies,  
Chulalongkorn University

Professional Facebook Marketing,  
Sripatum University

Digital Communication Trend, A:PR  
Seminar

## Experiences

# 16

## years

of experience  
in marketing and CSR



**Principal Healthcare Company |**  
*Marketing Communication Department Manager*

**August 2020 - Present**

- Raised 2020 revenue of PRINC Paknampho and PRINC Uthaithani by 52% and 63% from 2019 respectively.
- Strategic planning and overseeing Covid-19 management plan from end to end.
- Built opportunities and partnerships which benefited to hospital i.e., hospital, vaccine and Cohort Covid-19
- Spiked 'Refer in' by 48% from improving hospital services
- Enhanced online activities i.e., Facebook Live 'Mother Class' reflected to 188% increased of antenatal delivery

**Central Pattana (CPN) |**

*Branch Marketing Manager  
at Central Plaza Nakhon Ratchasima*

**February 2019 – March 2020**

- Drove traffic up by 10.42% in 9 months by creating visiting-occasion, 4 signature events and anchor adjustment – measured by traffic counter and IOT - which is implemented by me.
- Spiked follower on Facebook page by 10.36% from social media engagement.
- Raised Q2 sales promotion by Grab by 129.2% from Q1

I have experienced and pursued my professional career from these prominent companies; DTGO Group, TCP Group, Premier Group of Companies, S.Khonkaen Food Public Company Limited, Seacon Bangkae, P.C.L., Positive Inter Marketing, PR Agency and SCENARIO Co., Ltd

## **DTGO Group**

*Senior Manager Channel Marketing Strategist*

**May 2018 – January 2019**

- Develop online strategy and tactics for marketing campaign
- Ensure the strategy is deployed right to the implementation (from idea to execution)
- Experiment with a variety of organic and paid acquisition channel e.g. content creation, pay per click, social media, lead generation campaign, performance, analysis, etc.
- Manage and improve lead generation campaign and measure results.
- Creating a wide range of different marketing material.
- Responsible for digital marketing e.g. social media, website, Facebook, etc

## **TCP Group**

*Manager for Corporate Communication Department*

**September 2017 – April 2018**

- Create, drive, monitor and evaluate an external holistic communication plan to highlight TCP's vision and mission alongside with to support organization goals
- Develop, monitor and review online marketing strategies from the beginning through company's online channels
- Create a new CSR program to serve the change of consumers' need and the internal parties who get involved with CSR

## **Premier Group of Companies**

*Department Manager Corporate Communication*

**May 2015 – August 2017**

- Be responsible for planning, developing and implementing Public Relation strategies and social media strategies.
- Initiate and organize CSR activities for colleagues in an organization; in which encourage social responsibility - Environment, Social, Governance and Well Being - ESGW

## **S.Khonkaen Food Public Company Limited** September 2014 – April 2015

*Marketing Communication Senior Section Manager*

## **Seacon Bangkae** April 2013 – August 2014

*Marketing Communication Section Chief & Marketing Activity Section Chief*

## **P.C.L.** May 2009 – March 2013

*Creative Promotion Manager*

## **Positive Inter Marketing, PR Agency** May 2007 – May 2009

*Assistant Managing Director*

## **CM Organizer Public Company Limited** December 2006 – May 2007

*Project Coordinator "ASEAN MICE 2007"*

## **Scenario Co., LTD (subsided of EXACT Co., LTD)** 2004 – 2006

*TV Program and Event Coordinator (4:4 Family Game, Thawiphop Thw Musical, Tha Star 2 - 5*