



NAMFON DONHARAKSA

Digital Marketing & E-Commerce Manager

Namfon has 5-years+ experiences in Digital Marketing who has area of expertise in media planning, ads optimization, SEM, media buying strategy and eCommerce marketplace management in various industry such as FMCG, Aesthetic Clinic, Cosmetic, Consumer Discretion, etc.

Namfon has experienced as Digital Marketing Consultant for APEX Medical Center, AsiaPlus, Mansome, Nautilus, VRH, Pico OK, Worra by Worranuch, etc.

Namfon also has experienced in creating and optimizing digital advertisement campaign in oversea where she has helped implementing strategies to launch the Chinese style furniture in Hong-Kong and Macau.

CONTACT

✉ namfon.dhrs@gmail.com

☎ (+66) 95 995 9593

📍 354/169 Regent Home Sukhumvit 97/1, Sukhumvit rd, Phra-Khanong, Bangkok

AFFILIATIONS

Digital Strategist | The China Furniture

- Planning and Analyze for digital campaigns in Hong Kong and Macau
- Campaigns Optimization
- Reporting to the CEO in Thai Branch

SKILLS

- Advertisement Campaign Optimization
- Media Planning
- Social Media Strategy
- Media Buying Budgeting
- SEM
- Campaign Performance Analysis

REFERENCES

Pitchaya Winyutrakul
Product Manager | APEX Medical Center
+66 95 463 6224

WORK EXPERIENCE

PRODUCT MANAGER 2022 - Present
Romrawin Clinic

- Manage Acne Product
- Implement Sale Strategy to Increase Sale Volume
- Coordinate with Area Manager for Sale Promotion

DIGITAL MARKETING & E-COMMERCE MANAGER 2018 - 2022

APEX Medical Center

- Digital Channel Marketing Planning, Analyze and Optimization (Google Adwords, Facebook,seo)
- Digital Advertisement Campaign Optimization
- eCommerce Marketplace Management
- Collaboration with Product Manager
- Co-promotion with eCommerce Application

DIGITAL MARKETING SPECIALIST 2017 - 2018

Geekcon Valley Co. , Ltd

- Manage Digital Ads Campaign (Facebook, Google)
- Media Buying Budget Planning
- Analyze and Reporting Campaign Data

DIGITAL MARKETING ASSOCIATE 2016 - 2017

STT Organize Co. , Ltd (Ads Now)

- Operate and Maintain Client's Digital Ads Campaign (Facebook, Google)
- Implement digital marketing strategy for AsiaPlus, SPU, Propolis Serum, VRH, Worra by Worranuch and Pico OK

EDUCATION

Rajamangala University of Technology Rattanakosin 2009 - 2012

Bachelor of Technology (Radio and Television Broadcasting)

