

SUCHAPAN BUSSABAKORN



EDUCATION



Rangsit University **2019-2020**
Master of Management (Entrepreneurship)

RBAC University **2002-2006**
Bachelor of Business Administration

WORK EXPERIENCE



Dental Department Manager **Present**



Nation Group (Thailand) Public Co.,Ltd **Mar'22 till Nov,2023**
Vice President of PostToday/ Sales & Marketing

- Implement and oversee new sales and marketing strategies for online digital platforms.
- Strategic sales and marketing planning. Set goals and strategies for the sales and marketing departments in line with the business plan.
- P&L financial management
- Increase sales by 5-10% for new customers. and maintain the existing customer base for upsell. Set marketing objectives and goals. Marketing budget action plan Promotional plan
- Training new employees. To increase sales skills and train regular employees in further development or upsell
- Control budget and expenses.
- Planning and managing global events. Marketing strategy planning Branding, CRM, Digital Marketing.



Nusasiri Group Public Co.kLtd **Jan.2020 - Feb 2022**
Sales & Marketing Manager, Panacee wellness Khaoyai

Execute and oversee sales and marketing strategies for both hotels and clinics under the Movenpick Khaoyai and Panacee groups (hotels, clinics and hospitals - Thailand and abroad).

- Collaborate with the Ministry of Tourism of Thailand both locally and abroad Including business partners To create health tourism packages in line with the policies of the Tourism Authority of Thailand that support both the domestic market and abroad, such as setting up booths, organizing seminars, as well as working with affiliated hospitals to support the domestic market. and abroad
- Carry out planning and management of marketing strategies using digital marketing including KOL, Influencer, Media online to create product awareness. Including analyzing competitors in the internal and external areas, conducting CSR in areas close to the hotel and creating promotional campaigns (B2C) from the clinic's strengths. and affiliated hospitals both Thai and foreign)
- Main customers in Thailand include leading corporate companies, both private and government, in the northeastern region. Tourism Association Group and inbound and outbound travel agents



McCann Erickson Thailand worldwide advertising & media agency

Account Executive Supervisor: handle for Nestle **Jul2019- Dec2020**
Product

- Drive omni-channel media ad solutions for clients •Build and deepen strategic partnerships that inform and influence the direction of the brands.
- Deliver against established revenue targets across portfolio of account list assigned as well as cultivate new relationships.
- Expert in the media product offerings, capabilities and strategic vision and translate into how it will serve the needs of the client.

PROFESSIONAL EXPERIENCE

52 years old, currently working in sales and marketing. Online media with leading media company, Nation Group (Thailand) Public Company Limited

Has experience working in marketing and sales for Panasee Wellness Khao Yai, a subsidiary of the company.
Nusasiri Public Company Limited

He also has experience working in advertising with Worldwide McCann Ericsson Thailand, creating online media marketing strategies and innovations. in order to achieve the set goals

CONTACT ME

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SKILL :

- Digital marketing
- Budget Management, Business Development, Profit and Loss Management

LANGUAGE

- English
- Thai