



Soontorn Wonghemrat


MARKETING MANAGER

CONTACT

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 s.wonghemrat@gmail.com

 bit.ly/3MXWna8

 80/954, LPN Mega Bangna,
Bangkaew, Bangplee,
Samutprakarn,10540

SKILLS

Photoshop 

Illustrator 

SPSS / SAP 

Google Ads. 

Social Ads. 

LANGUAGES



EDUCATION

SUAN SUNANDHA
RAJABHAT UNIVERSITY

Bachelor of Communication Arts,
GPA 3.03

CERTIFICATION

Google Video Editor 2015 | Google Adwords 2015
TOEIC 780 Point | TOEFL 567 Point

WORK EXPERIENCE

- MadeViral Co., Ltd.
11/2020 - Present | Marketing & Sales Manager
Responsibilities:
 - Manage sales for all current and prospective clients for Madeviral agency and www.gamefever.co media and Be able to manage all current and prospective clients from Thailand in an efficient and prompt manner
 - Research methods for identifying prospective clients and acquiring new clientele through any available channel with the support of the Company.
 - Understand a client's marketing needs and work with the operations teams to develop customized presentations and publish proposals.
 - Close deals with the client and successfully manage the execution of the marketing campaign or services with the operations team.
 - Attend conferences, industry and networking events to build relationships with prospective clients or partners
 - Assist with any other miscellaneous requests within the general office or operating scope of work to any director or manager of the Company.
 - Be reachable at all times, particularly throughout the standard work week hours, by any team member of the Company or client.
- MCG Center Group Co., Ltd. (HONDA WING CENTER)
01/2020 - 11/2020 | Marketing Manager
Responsibilities:
 - Build up and develop relationship with existing & new potential customers
 - Supervise brand content & manage access to customers brand assets
 - To acquire new high potential partners to do co-promotions
 - Plan, develop and direct marketing efforts for a particular brand or product
- Cyberian Digital Co., Ltd.
01/2019 - 12/2019 | Digital Marketing Director
Responsibilities:
 - Build up and develop relationship with existing & new potential customers
 - Supervise brand content & manage access to customers brand assets
 - Lead and implement integration of campaigns included above & below the line with brand Consistency
 - Lead, manage and motivate a team to deliver consistent high performance against defined objectives and best-in-class service - Develop and maintain close working relationships with English and Thai media, Clients, potential clients, celebrities



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WORK EXPERIENCE

- Textile Gallery Co., Ltd. (PASAYA)
12/2015 - 12/2018 | Marketing Manager

Responsibilities: (Consignment & E-commerce)

- Build up and develop relationship with existing & new potential customers
- Visit and follow up Commercial customers to increase customer target of business division and customer' business & Requirement
- To prepare & plan working day to make the most efficient to create Future sale
- To prepare presentations, demonstration, proposals & variety of status sales reports
- Advising on forthcoming product developments & discussing special promotions
- Keep contact customers via social channels when base in Thailand - Other duties as assigned and support team
- Plan, develop and direct marketing efforts for a particular brand or product
- Conceptualize strategic initiatives and implement details of a campaign, digital marketing firms and production companies
- Lead and implement integration of campaigns included above & below the line with brand Consistency
- Analyze consumer and market insights by reviewing metrics such as sales volume, market share, profit projections, pricing and distribution, and by conducting consumer research
- Analyze sales data to update a brand, competitor, or category portfolio, determine new products and delete underperforming products
- Work closely with departments such as manufacturing and R&D to consult on package and product as it relates to branding
- Drive the performance, evolution and strategic and commercial success of the e-commerce programmed and corporate websites, delivering to stretching revenue and demand generation targets
- Nurture a customer centric culture and lead a team of digital marketing specialists to support the delivery and effectiveness of our plan and KPI's via marketing automation and an insight led approach
- Drive a social media, communications and content marketing programmed that generates trials, sales opportunities and engaging content Delivery of a commercial digital marketing programmed that generates direct and indirect revenues from across the product portfolio
- Effectively and continuously improving the customer journey using marketing automation technology to both optimize the customer experience and identify efficiencies by maximizing digital channels
- Maintaining and developing a successful, high conversion eStore and corporate website, backed up with best in class analytics and testing
- Run stakeholder supported marketing budgets and capital investments that generate the optimal ROI for the business, measured against the strategic and commercial objectives of the business.
- Deliver required digital marketing projects, in collaboration with internal and external partners, on time and on budget
- Lead, manage and motivate a team to deliver consistent high performance against defined objectives and best-in-class service



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WORK EXPERIENCE

- The Candy Lab Co., Ltd. (MADE IN CANDY)
05/2011 - 11/2015 | Marketing Manager

Responsibilities:

- Consolidate and identify new opportunities to launch the products and services.
- Construct an integrated mix of communication plans. - Organize events/seminars for brand development and brand image to existing and Potential clients. - Plan & monitor marketing budget to ensure effective use - Create accurately productive copy appropriate to the strategy/goals assigned.
- Develop and maintain close working relationships with any functional managers.
- Monitoring to ensure that all visual merchandising, advertising and promotions materials are reach the campaign objective, Sale target and delivered according to planned schedule.
- Preparing annual budgets for all activities and acquiring sponsorship income. And mall media rental income through various Strategic partners, and providing marketing support.
- Ensure the team understands and adheres to all Company policies, procedures and business ethics codes. - Initiate and develop in-store media/tools to enhance effectiveness of communication to consumer and trade.
- Develop and maintain an effective organization through selection, training, development, compensation, and motivation of Assigned personnel. Conduct merit review on a timely basis.
- Review and follow-up with the sales team in performance vs set sales target, TTS, assets management and productivity. Develop the local strategy with an action plan in line with corporate commercial strategy.
- Cascade the assigned annual sales target from National Sales into monthly objectives. Prepare sales strategies and action plans for the assigned sales territory to achieve the set sales target, in coordination with Distributor management and respective channel managers.
- Ensure the channel, outlet and distribution expansion as well as the healthy increase of sales volume in all channels.
- Control and develop a new campaign for Online Market and Social Media to archive Monthly KPI

- Event House Co., Ltd. (Disney Thailand)
05/2010 - 04/2011 | Creative & Project Manager

Responsibilities:

- Prepare company designs and mock up with the team members for approval.
- Develop and maintain close working relationships with English and Thai media, Clients, potential clients, celebrities - Execute, plan, develop and implement Marketing & PR activities/event strategies
- Direct the creative team in production of efficient designs that are productive.
- Execute on requests for Media Planning & Marketing Communications for clients. - Following up on administrative duties.
- Deliver PR & Marketing campaigns/Events across a range of industries.

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