

# ANANTACHAI ITTIOWORAPONG

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## ***Data Content Creator and Data Analytics***

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- Training Data Thinking and Data Visualization with Looker Studio
- Training Social Listening with Mandala, WISESIGHT, INSIGHT ERA
- Data Report with Social Listening
- Data Content Creator in Public. การตลาดวันละตอน, Martech, [www.idea2mobile.com](http://www.idea2mobile.com)

## ***PROFESSIONAL EXPERIENCES***

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### **Senior Education& Partner Marketing Team**

**August 2020 – October 2022  
Ocean Sky Network Company Limited.**

#### Job description

- Education Social Listening to Over all Market.
- Analysis keyword to related product and service in big data system to generate segmentation.
- Define communication strategy.
- Analyzed data and report data keyword to executive.

### **Senior Data Analysis Big Data Unit**

**November 2019 – August 2020  
Chaos Theory Company Limited.**

#### Job description

- Supervised and managed team to achieved on data analysis tasks.
- Analysis keyword to related product and service in big data system to generate segmentation.
- Define communication strategy.
- Analyzed data and report data keyword to executive.

### **Technical Marketing Manager/Digital Marketing Manager Marketing Communication Unit**

**April 2016 – November 2019  
WIKO Mobile (Thailand) Company Limited.**

#### Job description

- Managed support contents product & service on Wiko Mobile Facebook page, Pantip.com, YouTube.
- Managed content product & service on back office global website.
  - Managed plan media channel social network and Google Ads etc.
- Data analysis and report data visualization to propose the executive level.
- Support customer a problem product & service for technical.

#### Support Own Media

- Managed product service support Facebook fan page more than 220,000 Fan page in local and coordinate information more than 2.2 million in Global.
- Managed after sales service and action crisis case on social network.
- Monitored mobile competitor.
- SEO (Search engine Optimization).
- Managed support fan club and Blogger.
- Coordinate with the agency.
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#### Support Paid Media

- GDN paid media by google AdWords' text search ads and GDN Google display network.
- Facebook Advertising.

#### **Digital Marketing Manager Marketing Department**

##### Web Developed

**August 2015 – March 2016  
SiS Distribution (Thailand) Public Company Limited.**

- Developed website internal department about Video conference website name <http://www.goolcon.com>
- Developed website internal department about IOT website name <http://www.surveillancethailand.com>

#### **E-Commerce Division Manager Marketing Department**

**May 2012 – Feb 2015  
Thai Rent A car (1978) Company Limited.**

##### Job description

- Managed support contents product & service on website <https://www.thairentacar.com>
- Managed support contents product & service on social Network Facebook page, Pantip.com, YouTube.
- Managed plan media channel social network and Google Ads etc.
- Data analysis and report data visualization to propose the executive level.

##### Support Own Media

- Managed for product & service support client on website <https://www.thairentacar.com>
- Managed channel Facebook more than 40000 Fan page.
- Managed and create content in channel YouTube and after sales service in channel Pantip.com Official page.
- SEO (Search Engine Optimizations / advance SEO) No 1. Keyword “เช่ารถยนต์”, “เช่ารถ” within 2 years.
- Coordinate to third party Rentalcar.com

##### Support Paid Media

- GDN Paid media by google AdWords' text search ads and GDN Google display network.
- Facebook Advertising.
- Facebook Media ads by Facebook famous Fan page.

#### **Senior Sales Manager Online Media and Solutions Development Sales & Marketing Department**

**March 2008 – May 2012  
Tarad Solution Company Limited.**

##### Marketing & Strategy

- E-Marketing & E-Business website strategic propose to client.
- E-Commerce & online payment module propose to client.
- E-Strategy & marketing strategy propose to client.
- Planning Media channel website or social network.
- Project manager website & online marketing.

**Online Advertising Executive  
Sales Department**

**June 2006 – November 2007  
JobsDB Recruitment (Thailand) Company Limited.**

Sales Product & Service

- Approach for product & service banner under domain <https://www.jobsdb.com> to client.
- Internal process quotation, P/O.

**Sale Corporate Officer  
Sales Department**

**October 2004 – May 2006  
Shineedotcom Company Limited.**

Sales Product & Service

- Approach for product & service SMS application, banner advertising under domain <https://www.hunsa.com>.
- Internal process quotation, P/O, etc.
- Find new customer by tele sale and demonstration product & service.

**Account Executive  
Sales Department**

**April 2001 – September 2004  
Business Online Public Company Limited.**

Sales Product & Service

- Approach for product & service, name of product Bingo to client.
- Customer and consulting in term of financial analysis.
- Prepare the document such as Invoice, Quotation, Agreement, and ext.

**Credit Officer  
Credit Department**

**April 1996 – August 1999  
First City Investment Public Company Limited.**

- Responsibility in Project Analysis and Financial and Credit Management.
- Prepare a Credit document about Loan Agreement and Control, Monitoring Customer.
- To present the requested of customers to the Board Meeting Consult Credit Analyst.

**Data Marketing & Data Analytics**

**Co-Founder**

**April 2012 – Present.  
Idea2mobile.com**

**Data-driven on marketing strategy and data analysis  
Visualization**

**Blogger**

Create Content IT Gadget / Health Gadget / Food / Travel

***EDUCATION***

**Bachelor's Degree B.B.A. (Money and Banking) (GPA2.77)  
Ramkhamhaeng University Bangkok Thailand. (3 Years)**

**1992 - 1995**

- Banking and Finance of Thailand.
- Analysis ratio by financial Statement.
- Account ant and Credit.
- More detail <http://www.ru.ac.th/>

## **Certificate**

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### **:: Certificate**

- Certificate Intro to Data Analytics and Big Data of Chula MOOC.
- Certificate Introduction Data Analytic at Mahidol University.
- Certificate PowerBI By Futureskills
- Certificate intro google data studio by Google.com
- Certificate Google Analytics for beginner by Google.com
- Certificate Google Analytics Power User by Google.com

### **:: Skills Programming**

- Development website by html,html5,php,mysqli
- Development website by Wordpress

### **:: OUR WEBSITE**

- Website: <https://www.idea2mobile.com>
- Profiles : <https://profiles.idea2mobile.com>
- Myblog : <http://myblog.idea2mobile.com>
- **Review** : <https://idea2mobile.com/2016>
- Facebook : <https://www.facebook.com/Anantachai.it>