

ANANTACHAI ITTIOWORAPONG

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PROFESSIONAL PROFILE

- Digital Online marketing and plan strategy in drive sales and brand awareness.
- E- Commerce, E-Business and E-Marketing on Social Network Social Commerce.
- Paid Media display network on GDN, SEM, Facebook Ads, Facebook Carousal, Youtube Advertising, Taboola Ads network , Innity ads network etc.
- SEO (Search Engine Optimization, Scan keyword, Monitoring rival).
- Own Media Facebook / Line / Instagram / Youtube / Pantip.com management.

PROFESSIONAL EXPERIENCES

Digital Marketing Manager

Marketing Communication Unit

January 2015 – Present

WIKO Mobile (Thailand) Company Limited.

Own Media

- Management channel Facebook more than 160000 Fan page in local and Coordinate information more than 2 million in Global.
- Management and create content in channel YouTube and after sales service in channel Pantip.com Official page.
- Monitor on your competitors' marketing strategies.
- Report Analytics in deep to propose the executive level.
- SEO (Search engine Optimization).
- Be involved with Bloggers and fans.
- Coordinate with the agency and sell to the executive level.

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.

Digital Marketing Manager

Marketing Department

August 2014 – December 2014

SiS Distribution (Thailand) Public Company Limited.

Web Developer

- <http://www.qoolcon.com>
- <http://www.surveillancethailand.com>

Business Development Manager

Marketing Department

July 2004 – April 2005

Thai Rent A car (1978) Company Limited.

Own Media

- Content Marketing and Webmaster on Website www.thairentacar.com.
- Management channel Facebook more than 40000 Fan page.
- Management 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”.
- Coordinate to third party Rentalcar.com
- Monitor on your competitors' marketing strategies

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
Marketing & Strategy

February 2008 – April 2012
Tarad Solution Company Limited.

- E-Marketing & E-Business Website and Online Strategic Planning propose to client and customer prospect.
- E-Commerce & Online Payment Module Plug in Gateway propose to client and customer prospect.
- E-Strategy & Planning and Analysis Candidate propose to client and customer prospect.
- Media Planning & Media Production for website and other channel propose to client and customer prospect.
- Online Advertising (Media & Technology) and Mobile applications propose to client and customer prospect.
- Community Building and Increase Site Traffic propose to client and customer prospect.
- Project Management for Applications Website propose to client and customer prospect.

Online Advertising Executive
Sales Department
Propose product to Client

February 2008 – April 2012
JobsDB Recruitment (Thailand) Company Limited.

- To demonstrate our product banner under domain www.jobsdb.com.
- To create and identify potential customers for products and services of the Company
- Strong networking in sales or able to contact with potential customers to promote the products and services of the Company.
- Able to source and obtain monthly quotations on products and services.
- Maintain records and files of customer activity, etc.

Sale Corporate Officer
Sales Department
Propose product to Client

April 2004 – October 2006
Shineedotcom Company Limited.

- To demonstrate our Product SMS Application, Mobile Consulting, Banner to website www.hunsa.com
- Prepare the document such as Invoice, Quotation agreement , ext.
- To report the Sale target in Meeting Room.
- To make an appointment with the prospect customers via telephone in order to generate the sale revenue.

Account Executive
Sales Department
Propose product to Client

April 2001 – September 2004
Business Online Public Company Limited.

- To demonstrate our Product Bingo, Rms to prospect
- 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.

BLOGGER AND FREELANCE

Blogger (Freelance face book Page)

April 2012 – Present.

Freelance

Idea2mobile.com

Sales & Marketing in Project development Website

Admin page on Social Network

Blogger

Create Content IT Gadget / Health Gadget / Food / Travel

EDUCATION

Bachelor's Degree B.B.A. (Money and Banking) (GPA2.77)

1992 - 1995

Ramkhamhaeng University Bangkok Thailand. (3 Years)

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

Project Reference / Client Customer

TARAD SOLUTION CO., LTD.

March 08 – May 2012

Website Development Project.

Tops Supermarket Company Limited. (COL Group)
Office Depot Company limited (COL Group)
Total Access Communication Public Co.,Ltd. (DTAC)
Siam Nissan Company Limited.
Mfec Public Company Limited.
Makro Public Company Limited.

Online Media Development.

Thai Rent A Car Company Limited.
CIMB Thai Public Company Limited.
Pruksa Real Estate Public Company Limited.

JOBSDB Recruitment (Thailand) Company Limited.

June 06 – November 07

Banner Advertising

Neo Target Co.,Ltd.; Team Precision Public Co.,Ltd.; Big C Supercenter Co.,Ltd.;
Western Digital (Bangpa-in) Co.,Ltd.; Adecco Eastern Seaboard Recruitment Ltd.
Digithai Co.,Ltd.; Pacific Internet (Thailand) co.,Ltd.; Kelly Services Staffing (Thailand) Co. Ltd
; One to One Contacts Co.,Ltd.;IBM Solutions Dilivery Co.,Ltd.
PURAC Thailand Ltd; ITIT Co.,Ltd.; Airline Administration Center (Thailand) Limited.;
Shinawatra University.; Minebea thai Limited.;Plus property partners Co.,Ltd.; Central Retail
Corporations Ltd.;Siemens Limited; Standard Chartered Bank Public Co.,Ltd.; Light house
Info Service Co.,Ltd.; IT One Co., Ltd.;Capital Solutions Co.,Ltd.; Seagate Technology
(Thailand) Co.,Ltd.;Aware Corporation Co.,Ltd.; Dst International (Bangkok) Ltd.;
P.R.Recruitment and Business Manangement Co.,Ltd.; Krungthai AXA Life Insurance
Co.,Ltd.; Asiasoft Corporation Co.,Ltd.; Foster Wheeler Service (Thailand) Ltd.; IT One Co.,
Ltd.;Betagro Agro group public co.,Ltd.; Accenture Solutions Co.,Ltd.; Mitrphol Sugar Corp
Ltd.; Esys (Thailand) Co.,Ltd.; ExxonMobil Limited ; Efficient English Services Limited.;WBS
Co., Ltd; Venda Software Development Ltd.;Kasikornbank Public Co.,Ltd. Etc.

Shineedotcom Co.,Ltd.

Feb 2005	Website Report and Application SMS Push,Pull Project cost due 6 Months amount total Project Total 330,000 baht	ICI Paint (Thailand) Co.Ltd.
Mar 2005	Website Promote Nokia under http://www.mfaclub.com Project cost due 4 Months amount total Project 150,000 baht	Digital Phone Co.Ltd.
Mar 2004 - April 2006	SMS Pull for radio broadcast a community Radio broadcast a community channel Fm. 104.25 (Lumpang) more detail http://www.tfm96.com Radio broadcast a community channel Fm. 93.25 (Bangkok) Radio broadcast a community channel Fm. 102.25 (Saraburi Cable TV) Bio Consumer Company Limited. Project SMS 4899003 more detail http://www.geniegang.com	
Oct 2005	To propose (Excellent Synergy Idea Project) http://www.shinpeopleyear.com	Board (of directors) Shin corporate
Jan 06 - April 06	New Customer to advertising banner website www.hunsa.com - Position advertising floating add and Top Banner Section other in www.hunsa.com (Brand AIS) - Position advertising Advertorial " Sawadee Talk " - Position advertising Banner TV and Video Clip " 9 คำสอนของพ่อ" . " อุทยานแห่งชาติ อุทยานแห่งการเรียนรู้)	SC Matchbox Co.,Ltd. RGB 72 Co.,Ltd. บีกส์ไปค์ แอดเวอร์ไทซิ่ง

:: SKILLS PROGRAMMING

- WORD PRESS /PHOTOSHOP/NETBEAN/GIT.
- HOSTING PLESK/FTP/DOCKER.
- MICROSOFT OFFICE ALL
- E-COMMERCE OPEN SOURCE
- HTML5 / CSS/ CSS3/ PHP/ MYSQL/JQUERY/JQUERYMOBILE.
- ANDROID STUDIO

:: OUR WEBSITE

- MYBLOG : <http://myblog.idea2mobile.com>
- Website : <http://www.idea2mobile.com>
- Facebook : <https://www.facebook.com/Anantachai.it>