



Natthawat Intharakosit

Digital Marketing



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Don Klang
Ratchaburi

PROFILE

Birthdate: 8 Jun 1987
Height: 173 | Weight: 75
Nationality: Thai

EDUCATION

Ramkhamhaeng University 2009 - 2012

Bachelor's Degree in Mass Communication Technology
Radio and Television Broadcasting

Ratwinit Bangkaeo 1999 - 2005

Secondary school in Science and Mathematics

CERTIFICATE

Movie Editing with Adobe Premiere 2012

Computer Arts and Graphic Design 2006

Cartoon Design Workshop 2006

- Net Design

LANGUAGE

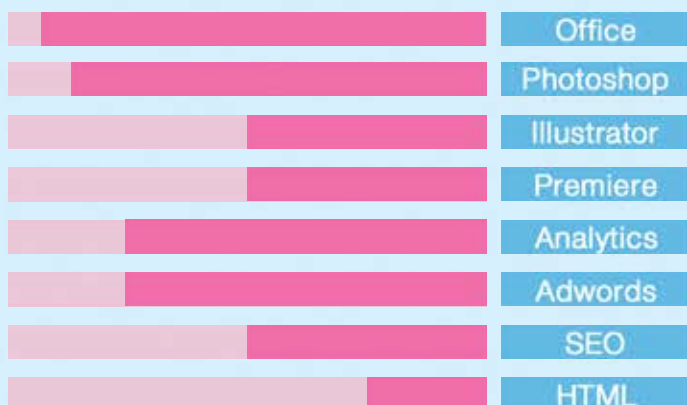


Thai



English

COMPUTER SKILLS



EXPERIENCE

May 2019
Jun 2023

Avantice Corporation
Senior Marketing Executive

- Develop business plans and strategies include acquisition, retention, channel promotions, and affiliates, drive and monitor business strategies.
- Coach and advise staff on work performance, areas of improvement and work processes to create a knowledgeable and efficient workforce.
- Facilitate and analyze business requirements, plan, organize the project.

Oct 2017
Apr 2019

Fitness First Thailand
Senior Digital Marketing Executive

- Monitoring digital key statistics to understand consumer behaviours and apply the right or new solutions that enhance traffic and conversions.
- Managing content diversification and adaptation in various digital platforms such as social media, emails, web content, blogs, e-Commerce and TV digital.
- Initiate creative plan for online lead acquisition in organic and paid media.

Sep 2015
Jul 2017

Avantice Corporation
Senior Marketing Executive

- Plan, execute & create all contents and activities on facebook.
- Compose articles on the blog by considering SEO efficiency.
- Search and coordinate with new online media to accomplish target of increasing traffic & subscribers of website.

Mar 2014
Aug 2015

OLE Group Philippines, Inc.
Content Writer

- Plan and schedule content to post on the website.
- Execute Facebook including create campaign to increase page engagement.

Jan 2014
Mar 2014

IH Digital
Community Management Executive

- Handle client's Facebook for entire process i.e. creating contents and graphics, monitoring inbox administrator, creating activities to propose clients and making summary reports.
- Analyze, make strategies to come up with presentation for offering company service to clients.

Mar 2013
Dec 2013

Mysale Thailand
Content Writer

- Compose product contents in Thai and English.
- Create copy line on banners and other advertisements.
- Handle Facebook including create campaign to increase page engagement.

May 2012
Dec 2012

Lazada Thailand
Content Writer

- Head of content creative team (Electronic) to assign jobs to subordinates, check spec, correct spell and approve before loading on the webpage.