

RESUME

SORAPHON SRIKLUM



SCAN ME



bit.ly/2M5emj3

Career Objective

I'll be part of company. Use skill in communications to develop work.

Personal Information

Birth date	July 2, 1984.
Age	37
Gender	Male
Height	177 cm. / Weight 85 kg.
Nationality	Thai
Status	married
Religion	Buddhism
Heath	Excellent
Military Service Status	Reserved Officers, Training Corps Course

Contact me at

Address 4/72 My Condo Condominium, Soi Krungthonburi 1, Krungthonburi Rd.,
Klongtongsai, Klongsan, Bangkok 10600

Tel. 081-945-6961

LINE ID dmksamsan

E-mail dmksamsan@yahoo.com; korn.soraphon@gmail.com

Education

2006	Burapha University, Chonburi Bachelor of Communication Arts Majoring in Advertising, Minoring in Political Faculty of Humanities and Social Sciences
2002	Samsen School, Bangkok Senior high school of English – math

Work Experience

2019 **Sense Interactive CO., LTD** that contributes the communication strategy, campaign planning and creative materials by working closely with brand marketing and business partners such as advertising and media agency.
Senior Communications Manager: 01 September 2019 – Present

- Create and implement all corporate materials such as events / roadshow / booth as a corporate brand communication
- Public Relation: Plan and monitor activities, Press Conference, Road Show, Special event for customers and etc., by working closely with event organizers, suppliers and PR agencies.
- Capturing photos, editing and processing photos and content using standard software packages including Adobe products or similar.
- Online Media: Plan online communication contents and maintain new product for promotion on web site.
- Brand Image and Product Managing Communications for public relation.

- Graphic: Responsible for design and creative press ad, Brochure, POP and POS. create magazine ad, leaflet, catalogue for public relation.
- Develop online marketing communications strategy and define tactical plans to support clients.
- Implement online communication campaign e.g. searches marketing, social media etc.

2015 **PhillipLife Assurance Public Company Limited** Insurance Company that distribute Insurance products through its business partners in Online Consumer Banking and Retailer

Marketing Communication Manager: 02 May 2015 – 31 August 2019

- Develop communication strategy, including brand strategy, and advertising, and annual execution plan as a part of overall marketing strategy
- Create and implement all corporate materials such as events / roadshow / booth as a corporate brand communication
- Develop and execute on Marketing Communication activities
- External communication, e.g. press release, press conference, advertising
- Monitor and report on execution and performance of all marketing communication strategies and activities against targeted plan and budget
- Lead the development and management of PLA's brand guideline
- To support Business Units in developing marketing & sales materials and other related activities such as leaflet, brochure, poster, worksite, exhibition, conference and etc.
- Drive the development and management of division, e.g. team, budget, etc.
- Planning and managing online campaign / digital marketing plan and ecommerce communication including brief Agency for all requirement / Control marketing/campaign budget / media plan and measure and analyze for data result / digital media performance (GDN / SEM / Facebook and others media).
- Briefing contents for all online media e.g. Facebook / Online banner / Digital content (provide all information to Agency)
- Social media monitoring and analysis for reports of media performance, allocate budgets and monitor costs. To ensure that achieve briefing objective in term of create awareness / increase social engagement.

2014 **Thai Cardif Life Assurance Public Company Limited** Insurance company that distribute insurance products through its business partners in Auto leasing / Consumer financing / Banking and Retailer

Assistant Marketing Communication Manager: Marketing Department

14 July 2014 – 10 April 2015

Internal Communication

- Initiate communication strategy that is consistent and reflects the organization's strategic vision
- Design and produce relevant communications products such as newsletter, poster, brochure etc. for effective internal communication
- Support management and colleague in drafting messages, speeches, media release and general information for our key stakeholders
- Internal communication, e.g. staff town hall, e-newsletter

External Communication

- Create communication strategy and using communication tools to create brand awareness
- Draft and edit content and information for all printed publication, internet and website.
- Work with varieties of writings for internal communication and public relations
- Develop, implement and administer public relations policies responsive to corporate and divisional objectives.
- Assist in the development of Media Relations and handle all media related activities like media releases, organizing and conducting briefings, contributing articles to the media port
- Deal with advertising agency and monitor under communication concept
- CSR activities

2012 **FWD Life Insurance Public Company Limited** International company and market leader in specialist health insurance for both individual and corporate clients throughout Thailand.
TEAM LEADER: Corporate Communication 02 May 2012 - 30 June 2014

Above The Line & Publication

- Media plan and such advertising corporate through various sources of media to align with business
- Create corporate communications and collate all key message and with support from VP
- Arrange the meeting for agency briefing and invite to give the briefing as per agreed content of each quarter
- Follow up on the progress of design and production of media to ensure timely delivery
- Prepare monthly media and control report for communication all channels
- Estimate expense and arrange the payment of publications and media cost
- Ensure all publications and media have been fully received and signed off by VP before releasing
- Create PR activity: press conference, press release, boots activity, CSR activity

2008 **BIOPHARM CHEMICALS CO., LTD** Export & Import Pharmaceutical under brand BIOPHARM and have 5 companies to partner production drug Pfizer, Kowa, Boots, Menarini, Astella
Corporate PR & communication: EXECUTIVE 01 July 2008 – 30 April 2012

External Communication

- Corporate communications activities such as advertising, corporate image (CSR) through various sources of media to align with business. Direction and brand strategies. Coordinate with PR events and activities.
- Work closely with the external advertising and media agencies to ensure delivery of brand plans. That are in line with budgets and brands' positioning.
- Advertising: Plan in communication strategies by create advertising brief pass ATL& BTL partnering the agencies in the development of communication strategies that drives the delivery of strong yearly marketing brand plans.
- Online Media: Plan and manage marketing contents, communications product and corporate for branding in public.

2006 **ETERNITY INTER-TRADE CO., LTD** Import cosmetic and beauty accessories from Japan
Senior Staff Marketing Communication 1 July 2006 - 30 June 2008

- Channel & Partner: Responsible for sale and marketing via catalog magazine, Internet shopping, Credit card, cable TV.
- Developing Plan & Managing Communications with supplier. Find new partner for expand channel.

- Visual Mer: Control brand image and display shelf in department store and control event construction and in store promotion, coordinate between media and supplier for job achievement.
- Solidifying relationships and launch new joint promotions. Scheduled new collection launch.

Internship/Experience

- 2006 launching new product & Event marketing to consumer at "Beauty Hall" and "Sugar Baby Summer with Seventeen". Makeup yourself with horoscope for good personality.
- 2006 Design name card Communication Arts, Burapha University
Design Poster for Public Relation Communication Arts, Burapha University
Design Brochure for Public Relation Communication Arts, Burapha University
Graphic-designer at Newspaper / Graphic-designer at Magazine
- 2006 Refreshing Brand VOLVO and cars overall market analysis (Disruption, Convention Hunting, Brand Ladder, Feasibility Analysis, Production Timeline, Launch Plan, New Media)
- 2006 mobiles overall market analysis (Convention Hunting, Brand Ladder, Feasibility Analysis, Production Timeline, Launch Plan, New Media)
- 2005 Make Print Ad 1 campaigns (Corporate Advertising)
- 2005 Design color for play "TAVIPOP the musical" 2 scenes, Sinerio Co., Ltd
- 2005 To be apprenticed at exact Co., Ltd., Period 2 months
(April 1st, 2005 - May 31th, 2005) Position: Assistant of Art Director Find location, visual series on TV, part of play "TAVIPOP the musical" Position: Assistant of Art Director, write comment and take a photo of mini mart for make a new sit-com Scene "HENG HENG HENG" at exact Co., Ltd.
- 2005 Make Pop-up Book "Born to be Ad" In Creative Thinking Communication Arts, Burapha University
- 2004 Staff Ad world, Ad Fest, and Open House Faculty of Humanities and Social Sciences Burapha University
- 2004 Staff "One day for children" Communication Arts, Burapha University
- 2003 Camping for develop community at pattaya

Extra for me

- 2005 Competitor in Junior Tact Awards 10 (Products and Service)
- 2005 Competitor in B A D student workshop 2005
- 2005 Competitor in Happy Awards
- 2004 Competitor "Asia Books' Creative Designer Awards 2004" in "bag the knowledge with creativity"
- 2000 Certificate attended an English Language course from King' college of English (Thailand)
- 1999 Certificate International Education Forum (IEF) at USA

Qualifications / Skilled

Confidence, friendly, Good Personality, Able to work with other person

Microsoft Word, PowerPoint, Microsoft Excel, Internet Explorer, Photoshop, Illustrator, Flash, Image Ready
Confidence and friendly.

Able to work under pressure effectively.

Good Personality / Take a photo

References

- Saowaluk lamchomnak Assistant Marketing Manager, (PIXMA / inSPiC / Scanner)

CANON MARKETING (THAILAND) CO., LTD. Tel. 02-344-9999 ext.3163, 089-890-2255

-Dr. Chomphunutch Panyaphairoj Professor of Communication Arts, Faculty of Humanities and Social Sciences, Burapha University. Tel. 0-3874-5900 ext. 2350

-Arthasith Pipitmethanont Art Director, Scenario Co., Ltd. and exact Co., Ltd. Tel. 0-9922-9668



มหาวิทยาลัยบูรพา

หนังสือรับรองวุฒิ

วันที่ 21 เดือน เมษายน พ.ศ. 2549

ขอรับรองว่า นายสรพล ศรีกล้า

ได้รับปริญญา นิเทศศาสตรบัณฑิต(นศ.บ.)

สาขาวิชา นิเทศศาสตร์ วิชาโท รัฐศาสตร์

ตั้งแต่วันที่ 20 เดือน เมษายน พ.ศ. 2549

โดยอนุมัติของสภามหาวิทยาลัยบูรพา



(นายอภิศักดิ์ ไชยโรจน์วัฒนา)

ผู้ช่วยอธิการบดีฝ่ายวิชาการ

ปฏิบัติราชการแทนอธิการบดีมหาวิทยาลัยบูรพา



นายทะเบียนมหาวิทยาลัย
เป็นผู้ลงนามรับรองรูป

**BURAPHA UNIVERSITY, CHON BURI, THAILAND****OFFICIAL TRANSCRIPT**

Name MR. SORAPHON SRIKLUM
Faculty of Humanities and Social Sciences
Date of Birth July 2, 1984
Date of Admission March 23, 2002
Date of Graduation April 20, 2006
Date of Leaving April 20, 2006

Student No. 45524914
Nationality Thai
Major Subject Communication Arts
Minor Subject Political Science
Degree Bachelor of Communication Arts (B.A.)
Distinction -

Course No.	Title of Course	Cr.	Gr.	Course No.	Title of Course	Cr.	Gr.
<u>1st. Semester, 2002</u>				224241	International Relations	3	B
212101	English I	3	C	<u>1st. Semester, 2005</u>			
214111	Introduction to Communication Arts	3	B+	214101	Media in Society	2	B
215111	Introduction to Public Relations	3	B	214351	Research Methodology in Communication Arts	3	C
218111	Introduction to Broadcasting	3	C	214391	Creative Thinking	3	B+
310101	Computer and the Internet	3	B	214451	Internship	3	S
<u>2nd. Semester, 2002</u>				217465	Advertising Campaigns	3	A
212102	English II	3	W	224426	Political Changes and Political Development	3	B+
214121	Language for Communication I	3	C+	601141	Human and Aesthetics	2	B
217111	Introduction to Advertising	3	B	<u>2nd. Semester, 2005</u>			
219111	Introduction to Journalism	3	B+	214381	Laws and Ethics of Mass Media	3	B
999101	Interdisciplinary Integration I	3	B	215361	Media and Activities for Public Relations	3	C+
<u>Summer Session, 2003</u>				217351	Advertising Research	3	C
208101	Thai Language Skills	2	C+	217464	Advertising Management	3	B
214213	Introduction to Film	3	C+	219364	Printed Media Production	3	C+
216211	Introduction to Speech Communication	3	C	246363	Administration Technique and Development	3	B+
<u>1st. Semester, 2003</u>				Total Number of Credits Earned 139			
204100	Ethics in Everyday Life	2	B	Cumulative Grade Point Average 2.94			
212102	English II	3	C+	Transcript Closed			
212207	English Communicative Speaking	3	C	<i>Saowanee Samransuk</i>			
214212	Introduction to Photography	3	B+	(Ms. Saowanee Samransuk)			
230101	General Knowledge on Business	2	C	Registrar			
999102	Interdisciplinary Integration II	3	C+	Date Issued April 21, 2006			
<u>2nd. Semester, 2003</u>							
212208	English Writing Skills	3	C+				
214241	Communication and Information Technology	3	B				
224211	Principle of Political Science	3	B				
228211	Principles of Marketing	3	C+				
999103	Interdisciplinary Integration III	3	B				
<u>Summer Session, 2004</u>							
215261	Communication and Public Opinion	3	C+				
217361	Consumer Behavior	2	B+				
224221	Thai Politics and Government	3	C+				
<u>1st. Semester, 2004</u>							
202101	Information Services and Study Fundamentals	2	C				
214222	Language for Communication II	3	C				
217362	Advertising Creative Strategy	3	B+				
217368	Principle of Design	2	C+				
246211	Principle of Public Administration	3	B				
<u>2nd. Semester, 2004</u>							
216322	Persuasive Communication	2	B+				
216441	Technique and Technology for Presentation	3	B				
217321	Creative Copy Writing	2	B+				
217369	Printed Advertising Design and Production	2	A				
217463	Advertising Media Planning	3	C+				

REMARKS : - OFFICIAL TRANSCRIPT IS NOT VALID WITHOUT UNIVERSITY SEAL AND ORIGINAL SIGNATURE



คณะกรรมการคุ้มครองผู้บริโภค
สำนักนายกรัฐมนตรี

ขอประกาศเกียรติคุณ

แต่

นายสรพล ศรีกล้า

กรรมการตัดสินภาพยนตร์โฆษณาดีเด่นทางโทรทัศน์เพื่อผู้บริโภค
ตาม โครงการมอบรางวัลภาพยนตร์โฆษณาดีเด่นทางโทรทัศน์เพื่อผู้บริโภค

ประจำปีพุทธศักราช ๒๕๕๙

ให้ไว้ ณ วันที่ ๓๐ เมษายน ๒๕๕๙

(นายสุชัย เจริญรัตนกุล)

รองนายกรัฐมนตรี

ประธานกรรมการคุ้มครองผู้บริโภค

FIGHTCLUB

หนังสือรับรอง

บริษัท ไฟทคลับ จำกัด ขอออกหนังสือฉบับนี้ เพื่อรับรองว่า นายสรพล ศรีกล้า ได้เคย ผ่านงานกับบริษัทฯ ในตำแหน่ง Creative Trainee ตั้งแต่วันที่ 1 กรกฎาคม 2549 จนถึงวันที่ 30 พฤศจิกายน 2549

จึงเรียนมาเพื่อทราบ



ชนันท์กรณ์ วงศ์ศิริวัตร
กรรมการผู้จัดการ

KING'S



COLLEGE OF ENGLISH (THAILAND)

CERTIFICATE

Mr. Sorapol Sriklum

attended an English Language course
at
King's College of English(Thailand)

from **23rd March 2000** to **27th April 2000**


Total Hours: 160

The course included lessons in:
Grammatical Structures Pronunciation and Intonation
Vocabulary Spoken and Written Communication Skills

The overall grade was : **B**


Course Director




School Principal



International Homestay

In America

For Participation in an

I.E.F. Homestay

to:

Somphob Saklin
STUDENT

Marie Franzen / Linda Casper
COORDINATOR

4/30/99

DATE

Suzanne Stambach / Susan Partington
GROUP ESCORT



โรงเรียน อินทอร์เน็ตและการออกแบบ

1 อาคารพูนฐานทาวน์ ชั้น 22 ถนน รัชดาภิเษก แขวงดินแดง เขตดินแดง กรุงเทพฯ.

ในความรู้และความชำนาญของกระทรวงศึกษาธิการ

ประกาศนียบัตรฉบับนี้ให้ไว้เพื่อแสดงว่า

นาย สรพล ศรีกล้า

ได้สำเร็จการศึกษาวิชา “ การออกแบบกราฟฟิก และ ผลิตภัณฑ์สิ่งพิมพ์ ” หลักสูตร 32 ชั่วโมง

ให้ไว้ ณ วันที่ 15 เดือน กันยายน พ.ศ. 2549

ขอให้ความสุจริตใจจริงใจ

