

# Mr. Thawatchai Woratamkitti (OFF)

Business development and Partnership Marketing

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## Personal Information

Date of Birth : Jan 29, 1991

Place of Birth : Bangkok, Thailand

Religion : Buddhism

Marital Status : Single

## Education

Bachelor degree Kasetsart University

Bachelor of Arts (B.A.) in Social Sciences (Sociology and Anthropology) – 2010 – 2014

High School : Satri Phathalung (English & French Program 2008 – 2010)

## Skills & Abilities

1. Negotiate with partnership (cooperate broker and car dealer )
2. Graphic ( PS & AI ) and CRM (Hubspot, Salesforce, trello and taskworld)
3. Online sale channel ( Can teach individual agent for go online)
4. Connection car tent, broker motor insurance
5. Connetion Copperate size e.g. Robinhood, Noble, Dohome, Rabbit
5. Have life broker and non-life license.

## Complementary Education

Certified Business – Chulalongkorn University – 2020

- Financial Analysis    - Business Analysis
- Marketing Analysis    - Business Risk Analysis

## Licenses

- Competitive Analysis

Life &Non-Life Insurance Broker



Kindly scan the QR Code to view the project

## Experience :

### Jaymart Insurance, BANGKOK

Senior Manager, Marketing & Business Development (June 2024 –August 2024)

Partnership focus only non motor :

- o Property Insurance : Origin Property, Noble
- o PA : Dohome, Robinhood, Rabbit reward, E-Gets, Noc Noc
- o Pet insurance : Charity model
- o TA : Vacay Sim, Gother, 12Go
- o Bank channel : TTB broker

### Tune Protect, BANGKOK

B2B Travel - Business Development (March 2024 –April 2024)

- o By working agency travel as recruiter for business make a campaign built the GWP.
- o Development channel sale for travel insurance product.
- o Make a relationship with partner like corporate size

### LUMA, BANGKOK

Senior Partner Development Executive (Sep 2023 –Dec 2023)

- o By working closely with broker sales team and marketing team on market trends and market potential, map the market in the region and identify opportunities for developing the broker channel
- o Product focus on travel insurance via LUMA GO
- o Develop weekly content, copy, and creative up-to-date with new product launches and promotions on LINE OA
- o Maintain a broker for drive health insurance with non life license

### ROOJAI, BANGKOK

Affiliate Lead (Aug 2022 – Sep 2023)

Responsible for all aspects of the distribution department. The primary focus is to recruit, train, motivate and lead the team to deliver an unrivalled customer experience as well as to priorities and deliver sales, service, quality and continuous improvement for the company.

- o Oversee the day to day operations of our clients' affiliate marketing programs in their respective partner link
- o Guide affiliate recruitment and development to ensure client goals and expectations are exceeded
- o Work closely with marketing ROOJAI team members to create joint marketing materials such as digital content, campaign and promotions, and event plans for business partners
- o Develop monthly newsletter content, copy, and creative to keep publishers update with new product launches and promotions
- o Recruit, Affiliate lead, motivate and develop to ensure a sustained commitment to the customer a performance.
- o Leverage industry insight, creativity, and relationship-building to bring new opportunities to the table
- o Maintain a strong understanding of the performance marketing industry and be well versed in speaking about trends and initiatives
- o Pitch and Presentation with new partnership (Cooperate, Organizing, Tech Company and Influencer)
- o Design Marketing Material for affiliate

## ORIGIN PROPERTY, BANGKOK

I. Sister Company : Primo Insurance Broker  
Digital Marketing Manager (Aug 2021 – Aug 2022)

- o Planning campaigns, analyzing metrics, identifying trends. and sale direction in social media for growth as Facebook, Instagram, Line OA, Website, Google Ads, SEO, SEM,
- o Responsible for social media content calendar and manage community management of platforms
- o Help Project Land loan (Ori money loan) Create Content and find customer archive 60,000,000 THB
- o Work with other team in ORIGIN to analyze data from various sources such as websites, social media platforms, and mobile applications.
- o Interface with the business team to understand the needs of the company's business partners.

This will develop marketing and sales strategy, relationship with key stakeholders, and the

to ensure that all communication efforts deliver value and contribute

- o Create page on website Primo Solution ( Content Primo Insurance) to the success of the ORIGIN partners

## Thai Mass Communication Organization of Thailand (MCOT), BANGKOK

Strategy & Risk Management (June 2020 – March 2021)

- o Identify financial, safety or security risk that the organization
- o Prepare action plans to decrease risk factor
- o Perform risk evaluation which assesses the way the company, previously handled risks
- o Make risk-avoiding adjustment to current methods of operation in order to minimize their future risk.
- o Prepare a risk management budget in the industry

## AMATA Travel, KHONKAEN

Marketing Manager ( May 2017 – April 2020 )

Controlled and managed 20 employees

- o Develop strategy and implement sales campaigns in travel
- o Work closely partner for sales opportunities e.g. Agoda, hotel, resort and tour agency.
- o Manage team, all related operations and sales outcomes installment archive 10,000,000 THB/Year
- o Monitor result for new project Travel with

## Siam Fertility Clinic, BANGKOK

Digital Marketing Aug 2016 – May 2017

- o Manage content distribution across the website and social media platforms
- o Monitor company websites and social media.
- o Create, edit, and proofread the digital contents (images, video, and social media posts)
- o Plan, execute and oversee digital strategy

## FWD Life Insurance, Branch Khon Kaen

Assistant To Vice President At FWD (January 2014 – July 2016)

to be responsible the Northeast Area

- o Assigned to assist VP (Witoon Mahapanyawong)
- o Marketing & Sales Roll Manage and control team leaders and sales agents
- o Performed Contest and various activities to stimulate sales and agents
- o Help VP Regional Sales to recruited agents / Agency Leaders for created new