

**CURRICULUM VITAE**  
**Mr. Sarunphat Tunsookkasem**



**Working Purposes:**

- To work in the field of Marketing Communication planning by launching Advertisement, Public Relations, and Special Activities to promote products and organization to the public according to the marketing plan
- To build brand images of any products and cooperate.

**PERSONAL DETAILS:**

<b>Date of Birth:</b>	<b>April 30, 1979</b>	<b>Height:</b>	<b>185 Cms.</b>
<b>Age:</b>	<b>42</b>	<b>Weight:</b>	<b>80 Kgs.</b>
<b>Marital Status:</b>	<b>Single</b>	<b>Religion:</b>	<b>Buddhism</b>
<b>Language:</b>	<b>Thai, English</b>	<b>Nationality:</b>	<b>Thai</b>

**Home Address:** 385/123 Soi Kaosarn, Taechawanich Rd., Bangsue BKK 10800

**Tel. No:** 061-5854197

**E-Mail:** theboth5005@hotmail.com

**EDUCATION:**

**2003 - 2004**                      **CHULALONGKORN UNIVERSITY**  
***Master of Arts***  
*Major: Communication Art,*  
*Development Communication and Public Relations*  
*GPA: 3.94*

**1998 - 2001**                      **UBON RATCHATHANI UNIVERSITY**  
***Bachelor of Arts***  
*Major: Liberal Arts, Tourism*  
*GPA: 3.07*

## **EXTRACURRICULAR ACTIVITIES**

- In 2001, was in charge of costumes in the light and sound performance of the Candle Festival in Ubon Rathchathani.
- Acted as a trainer in the cheerleader training team of Ubon Ratchathani University.
- Acted as a freshmen orientation instructor of the Faculty of Liberal Arts, Ubon Ratchathani University.

## **WORK EXPERIENCE:**

**May 2016 – Present Viriyah Insurance**

**: Corporate Identity & Communication Management Manager**

- Be responsible to control the Corporate Identity and Brand Image via varieties of media (Offline / Online Media)
- Create Corporate & Marketing Communication plans for the Company / Product.
- Control the budget of Communication Plan.
- Plan / Manage and Purchase Advertising Media.
- Create the Brand Communication Plan for the Company.

**October 2012 – 2014 Secondary Mortgage Corporation (A State Enterprise Of MOF)**

**: Corporate Communication Manager**

- Was responsible for the public relation planning.
- Arranged special activities to promote the company.
- Composed news, advertisement, radio contents to be broadcasted.
- Provided and purchased advertisings from targeting the communication group.
- Purchased advertising spaces from printing matters, choosing match topic and page to the right group target.

**March 2010 – February 2011 Mercury College ,Sydney. (Diploma Business Course)**

**November 2009 – February 2010 Bayside International English College, Melbourne  
(English Course)**

**February 2008 - November 2009 Thanachart Bank  
: Marketing Communication Manager**

- Was responsible for Public Relations & IMC planning.
- Administrated Public Relations planning to make the company and auction activity become renowned via any media (Printing media/website/Multivision /Trivision).
- Controlled the image of Company and Auction Events.

**Feb 2006 – June 2007 TITV PUBLIC CO., LTD.  
: Marketing Communication - News Officer**

- Created Marketing Communications plans of the news schedule via Public Relations activities, special events, and advertisements (IMC) to support the marketing plan.
- Controlled the image of news programs and news reporter for ITV, TV Station.
- Administrated Public Relations plans to make ITV's news reporter become renowned via printing media and special events.
- Planned the TV spots for TV programs and programs' special events.

**Freelance Work (2004-2005)**

- Worked as a performance training and creative officer for Idea In Action Organizer.
- Was a freelance artist relations officer at Sony Music Bec Tero Company.
- Was a freelance artist co-ordination officer for in Up 2 Organizer.
- Worked as a temporary creative officer for Bangkok Organizer (RS Promotion Ltd.,)

**SKILLS & ABILITIES:**

- Good command of written and spoken English
- Typing both Thai and English
- Ability to use new modern office equipment

**COMPUTER SKILLS:**

- Microsoft Office: Word, Excel, PowerPoint, E-mail and Internet