

DALAD SAKNIMITCHOK (DA)

ดาลัด ศักดิ์นิมิตโชค (ดา)



Contact: 08-1903-6256
saknimitchok@hotmail.com

Highlights

- Friendly
- Clean and neat
- Ability to solve complex and unexpected problems.
- Effective writing for articles and scripts.
- Dedicated to work hard and able to work under pressure, enjoy meeting new people.
- Able to work flexible hours, high responsibility.
- humble, flexible and helpful and able to remain calm in crisis situation.
- Good Leadership skills to manage and supervise team.

Highest Education Attained Bachelor's degree

Expected salary Negotiable

Summary

- **08/2019 - 04/2022**

Marketing Communications Section Manager: Marketing Communications Division.
Thai Agro Exchange Co., Ltd. (Talaad Thai)

- **02/2006 - 07/2019**

Brand Communications Assistant Manager: Corporate Communications Division.
Amway (Thailand) Ltd.

- **07/2003 - 01/2006**

Marketing Communication Sec. Asst. Manager: Marketing Communications Division.
S-DESIGN TRADING CO., Ltd. (ZEIN & hass Brands)

- **01/1998 - 07/2003**

Advertising and Public Relations Officer, Public Relations and Event Marketing Officer, Event Marketing Senior Supervisor (Local Marketing): Marketing Communications Division.
THAI PRESERVERD FOOD FACTORY CO., Ltd.
(Manufacture of Instant Noodles, Rice Vermicelli as Wai Wai and Quick Brands)

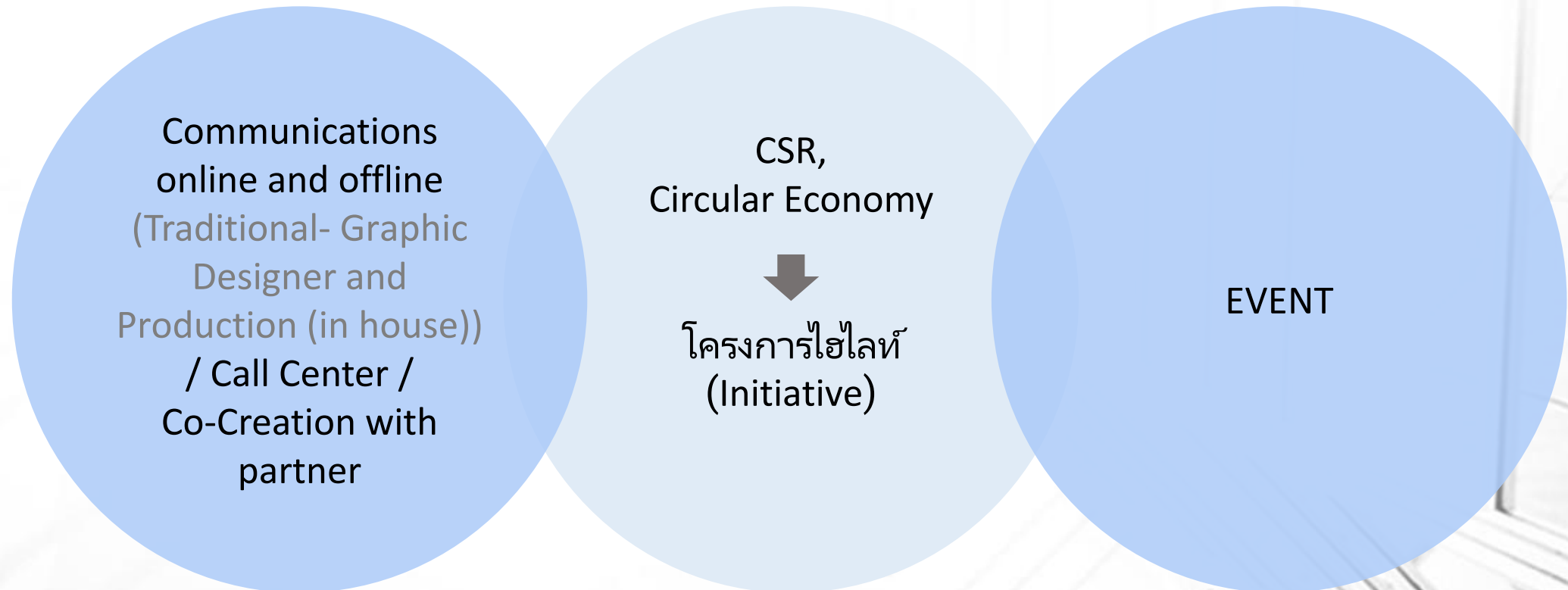
- **04 - 09/1997**

Account Executive Trainee
CREATIVE HOUSE AGENCY

08/2019 - 04/2022

Marketing Communications Section Manager: Marketing Communications Division.
Thai Agro Exchange Co., Ltd. (Talaad Thai)

Key Responsibilities



Experience: CSR, Circular Economy

- Working with the Director and Manager, develop and manage new and existing external partnerships with Indorama Ventures, SCG aligned with waste management or other partners aligned blood donation, and urgent help in natural disasters.
- Project initiatives, plans, and budgets
- To establish a mechanism and strategy to engage employees and tenants to activities.
- Act as CSR team lead across various Talaad Thai sustainability initiatives.
- Assist in developing and executing the communications strategy for the CSR team, including development of the CSR Report.

Plastic Road (Pilot Project)

เปลี่ยนพื้นที่ลานจอดรถ เป็นถนนพลาสติก



Experience: Communications online and offline / Call Center / Co-Creation with partner

1. Online: Facebook and LINE Official Account

- Assist in developing and executing the communications strategy for the team.
- Consultant and collaborate with Facebook team to create content for Facebook.

2. Offline: Traditional-Billboard, Signage, VDO, Brochure and leaflet

- Focus on helping tenants promote their products and divide the proportion of ad space for sales on billboard
- All Thai signage management to good impact to tenants and customers, such as guide post, traffic signs, and seasonal fruits advertisements.
- Collaborate my team with agency and production house for internal and external communications such as print ad., all process of VDO productions, Brochure and leaflet



3. Call Center

- Working with TMC- Call Center Agency, coaching, and leading call center representatives as they provide support for customers.
- Answering representative's questions, guiding them through difficult LINE or calls or issues, diffusing angry customers, or handling issues that cannot be fielded by representatives
- Leading call center team meetings, asking questions to better understand the calls representatives are receiving, educating and coach them regarding processes and practices, and explain expectations to them.
- Handling the situation in a way of tenant and customer complaints for Voice and Non Voice.
- Preparing reports and analyzing call center data to improve processes and maximize efficiency and customer satisfaction.

4. Co-Creation with Partners ThaiNamthip and Coca-Cola Thailand

- Support ThaiNamthip and Coca-Cola Thailand team to build sales through promotion and marketing activities.
- Collaborate with ThaiNamthip and Coca-Cola Thailand team to create activities to build relation for Talaad Thai tenants.

Experience: EVENT

- Planning, controlling and manage budgeting followed event plan.
- Creating new event activities to approach new target prospects.
- Supervise and follow up work in progress with subordinate team.
- Preparing and present proposal to senior management.
- Managing branding and communication both internal and external aspect.
- Focusing and improve event performance.
- Coordinate and control tasks with Organizer.
- Control boots and events within booths and stages.



02/2006 - 07/2019


Brand Communications Assistant Manager: Corporate Communications Division.
Amway (Thailand) Ltd.

Key Responsibilities:

- Overseeing the Amway for Thai Society Foundation.
- Created for Long Range Business Plan & Annual Operation Plan for CSR Brand.
- Create Communications Plan to support CSR projects.
- Developed and managed proactive external and internal communications, with emphasis on CSR PR and communications strategies
- Developed and managed some internal communications and content for the online / offline and contribute stories.
- Coordinated together with the Communications Division for CSR plan, managed events with teams.
- Managed the monthly forecasting and reconciliation of the communications budgets in support for CSR plan.
- Coordinated Planed for internal and external media of CSR projects for building brand awareness via above and below the line such as FB, website and online activities with online influencers.
- Coordinated with Communications for online activities.
- Prepare and Gather the information to produce brochure, leaflet also proofreading and coordinating with publishing for CSR Brand.

Experience: Amway for Thai Society Foundation

13 years' experience in CSR projects and Amway for Thai Society Foundation. Managed CSR project, PR internal and external media among public, media and employee such as arranging press conference, contacting with NGOs, managing events i.e. pitching and choosing the agency who will be responsible for the events, created and managed booth with agency.



มูลนิธิแอมเวย์เพื่อสังคมไทย
Amway for Thai Society Foundation

จากวันแรกจนถึงวันนี้มูลนิธิแอมเวย์เพื่อสังคมไทยยึดมั่นในความตั้งใจสร้างสรรค์สิ่งดีๆ ให้แก่สังคมไทยผ่านการดำเนินหลากหลายโครงการ พร้อมนำประสบการณ์และความเชี่ยวชาญมาใช้ให้เกิดประโยชน์สูงสุดในการร่วมส่งเสริมคุณภาพชีวิต และสุขภาพของเด็กไทย

มูลนิธิแอมเวย์เพื่อสังคมไทยดำเนินโครงการและกิจกรรมไม่ความช่วยเหลือเด็กและเยาวชนไทยเพื่อให้มีคุณภาพชีวิตที่ดียิ่งขึ้นผ่านพนักงานธุรกิจแอมเวย์ สมาชิก และพนักงาน

539,975
จำนวนเด็กที่ได้รับความช่วยเหลือ



78,845 ชั่วโมง



ยอดเงินบริจาค
500,000 บาท ขึ้นไป
กลุ่มชาวพนักงานประเทศไทย

07/2003 - 01/2006

Marketing Communication Sec. Asst. Manager: Marketing Communications Division.
S-DESIGN TRADING CO., Ltd. (ZEIN & hass Brands)

Key Responsibilities:

- Create and produce for event marketing, special event and promotion campaigns.
- Associate with all joint promotion campaigns with vendors.
- Operate and control all installment events.
- Create advertising, public relations and event marketing year plan and budget, then present to Board.

Having experience in CRM

- Develop and improve CRM plan in business.
- Associate with vendors in order to retain and grow best customer.
- Summarize and analyses for all CRM plan.

Duties: Having experience in advertising, total communications, public relations campaigns Both in-store and extra activities

01/1998 - 07/2003

Advertising and Public Relations Officer, Public Relations and Event Marketing Officer, Event Marketing Senior Supervisor (Local Marketing): Marketing Communications Division.

THAI PRESERVED FOOD FACTORY CO., Ltd.

(Manufacture of Instant Noodles, Rice Vermicelli as Wai Wai and Quick Brands)

Duties: At least 5 years' experience in consumer marketing.

- Responsible for planning and create annual event marketing. In charge of overall budget of events campaign and see to it that everything goes smoothly according to the plan.
- Operate and control agency and supplier.
- Associate with press and other important media to promote the company and products for public awareness.
- Handle that big event of the company and Below the Line Activity, Special event such as launching product, press conference and thank you party.

04 - 09/1997

Account Executive Trainee
CREATIVE HOUSE AGENCY

Duties: Having experience in packaging design, Leaflet, Brochure and Print AD.

- Contact with clients and take care client of company.
- Coordinate with clients:
 - CITITEX ENTERPRISES CO., LTD. LOXLEY TRADING CO., LTD.
 - OSOTSPA CO., LTD.
 - COLGATE-PALMOLIVE THAILAND CO., LTD.

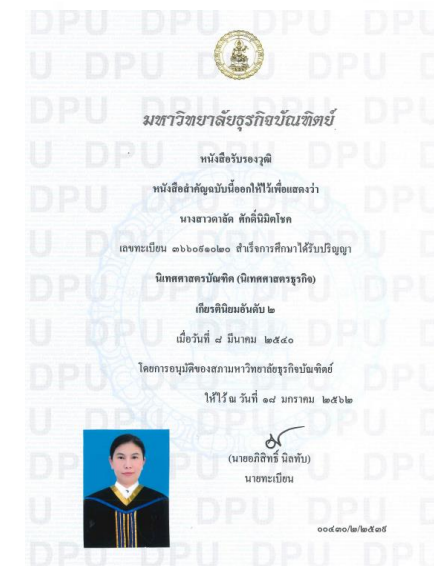
Education / Training

Bachelor's Degree of B.A. (Communication Arts) 2nd Class
Honor's / GPA 3.48

DHURAKIJPUNDIT UNIVERSITY (1993 - 1997)

Certificate of M.6

BENJAMARACHUTHIT RATCHABURI (1990 - 1993)



- วิเคราะห์ข้อมูลทางธุรกิจให้ตรงใจลูกค้า (Business Analytics-2021)
- UpSkill Python Programming เส้นทางสู่ Developer-2021
- Data analytics for Business-2021
- Creative Talk Conference 2020
- Online Crisis Management
- Thailand Zocial Awards 2020

ขอบคุณค่ะ