

ADCHARA SURIYAPRASIT

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PERSONAL INFO:

Age	: 41 years old	Birth Date	: 29 May 1980
Gender	: Female	Nationality	: Thai
Height	: 158 cm.	Weight	: 55 kg.
Religion	: Buddhism	Marital status	: Married

EDUCATION:

2003 - 2007	M.A. (Mass Communication) , Faculty of Journalism and Mass Communication, Major Communication Policy and Planning, Thammasat University
1998 – 2002	B.Communication Arts (Public Relations) Faculty of Communication, University of the Thai Chamber of Commerce
1993 - 1998	Triam Udom Suksa Pattanakarn School

SPECIAL SKILLS:

- Work hard and good responsibility and managing skills
- Good personality and co-operating with others
- Computer program and design skill: MS. Office(Word Excel & Power Point) PhotoScape
- Social Media : Facebook Line@ Twitter Instagram
- Photography

Extra-curricular activities:

- Digital Public Relation Master Class with DigiNative
- Line@ training course with ReadyPlanet
- Negotiation Like Pro Course with TCC Logistics & Warehouse Co., Ltd.
- Staff for launching the new product "Malee Fruit tea"
- Research staff for 10th anniversary of faculty of communication, University of the Thai Chamber of Commerce
- Hold the event "Thank Press" from the hotel association of Thailand
- Training on the SLR camera shooting with Canon Thailand
- Training on the professional journalism with the Matichon Newspaper

WORKING EXPERIENCE:

May.2021– Present Lalin Property Public Co.,Ltd.
Position: CRM & PR Manager

Major Responsibilities:

CRM Work:

- Plan, develop and manage a CRM to build long-term relationships. Make customers create Royalty Programs including procurement of Privilege for the Lalin Family.
- Set objectives and goals for CRM management / budget / action plan / sales promotion plan
- Providing services by following the company policies and create good relationships with the Company's customers.
- Evaluate the effectiveness of information utilization. Analyze and solve work problems
- Operate the CRM database, including analyze for the appropriate needs of the target group.
- Organize and budget management for the events according to the concept of the campaign including supervise and control the event to be on schedule.
- Sales supporting in order to achieve sales targets.

PR Work:

- Establishing and maintaining relationships with press, magazines, online media, influencers, and other forms of media and press.
- Organize press conference, media briefing/interview, media visit and other related PR activities
- Monitor monitoring, crisis communication and evaluation for all PR related activities and competitors

Feb.2018 – Apr.2021 Noble Development Public Co.,Ltd.
Position: Assistant Division Manager Marketing and PR

Major Responsibilities:

PR Work:

- Strategy: Build and manage NOBLE overall PR and communications strategy and execution, plus support projects and campaigns
- Press management: handling daily media and influencers enquiries, identify and develop a strong network of interesting journalists and influencers, manage all coverage, reporting
- Outreach: distribute and pitch all press releases to the relevant media targets
- Content ideas/story creation: creative storytelling and pitching
- Monitor corporate image frequently and ensure it follows company brand's compliance
- Work across departments for a holistic execution of PR programs and issues management process
- Plan and budget for PR events, programs and initiatives
- Design and review the online content in media announcements and media kits
- Develop and implement issues management and crisis communications advice and media strategy, when needed

Contact Center Work:

- Manage the development and implementation of operational strategies for better performance and client satisfaction
- Coach and monitor management team and staff's performance according to established monitoring standards

Mar.2014 – Jan.2018 Holding companies.

1. Ogenki (Beauty & Pharmacy brand) Berli Jucker Public Company Limited (BJC)
2. MM Mega Market (Supermarket) TCCL&W Co., Ltd.
3. Asia Books Co., Ltd. Berli Jucker Public Company Limited (BJC)

Nov.2016 – Jan.2018 Asia Books Co., Ltd.

Position: Assistant Marketing Manager – Online & Social media

Major Responsibilities:

1. Online Marketing

- Planning and create communication strategy for Online/E-commerce sale channels.
- Managing the whole online communication tools and media both internal & external company.
 - Internal: Website www.asiabooks.com, facebook pages asiabooks and asiabooksdotcom and new channel Line@asiabooks
 - External: Influencers, KOLs (key opinion leaders) and bloggers
- Create Content marketing both product reviews (Books & Non-Books), promotional campaigns content and interesting articles related with read lovers.
- Being online admin to answer and service customers together with push sell via Facebooks and Line@ channels
- Initiate online activities to build social media Love reading community of read lovers.

2. Non-retail marketing

- Planning and create B2B/B2G marketing plan for Non-retail, focus on communication tools and sale kits.
 - Children Books Club for international schools, targeted to teachers and students
 - Reading with Kids catalogs, targeted to teachers both Thai, English and Bi-language schools
- Managing activities to promote English books by school tours at targeted schools.
- Planning and coordinate with designer team for Visual merchandising and media for wholesale customers.
 - Launch new Kiosk “Good Reading”, English books selling area at Big C and Naiin book stores

3. PR & Corporate Branding

- Planning PR strategy and coordinate with agency on special online projects
 - Worldwide ordering and Books delivery projects to create awareness and customers engagement
 - English books library for kids to build society of Love reading community and supporting CSR related projects of the company
 - Other company related projects.

**Mar.2014 – Oct.2016 Ogenki (Beauty & Pharmacy brand)
Berli Jucker Public Company Limited (BJC)
MM Mega Market (Supermarket)
TCCL&W Co., Ltd.**

Position: Corporate Marketing Communication Executive

Major Responsibilities:

- Create and implement marketing and communication plans for Ogenki shops that are underling Berli Jucker Public Company Limited and MM Mega Market, new business of TCC Group in Nongkhai and Sakaeo province.

- Responsibilities such as writing promotional and branding script to media, planning and implementing PR strategies, writing and distributing press releases to media, handle special event project including writing speeches and sequences.
- Organizing CSR event, updating information on Facebook fanpage, contact and deal with the media including media buying (television, radio, newspaper, magazine and Internet) for publishing news of the company, planning PR budget and conclude and report the news' value to Executive.

Apr.2013 – Feb. 2014 AIM STAR NETWORK Co., Ltd.
Position: Branch Manager (Head office)

Major Responsibilities:

- Manage and supervise within head office that consist of various parts such as customer service, member registration, cashier, warehouse, operator, call order and information.
- Plan the schedule for company's training courses including contact lecturers and hotels. Conclude monthly report for Executives.

Jan.2012 – Mar.2013 Ocean Life Insurance Public company Limited
Position: Senior Corporate Communications Officer

Major Responsibilities:

- Plan the internal and external public relations. For the Internal plan, communicate with the agents and employees through e-Newsletter, journals, newsletters, flyers, brochures, and SMS. For the external plan, contact and deal with life insurance media for publish news and life insurance products. Arrange the CSR activities such as the restoration of the school that has been affected by the floods, share the warmth blankets to the poor people. Photograph the activities of a company.

Sep.2010 - Oct.2011 DHC (Thailand)
919/237 Jewelry Trade Center 19th floor, Silom road,
Bangrak district, Bangkok 10500
Position: Senior Corporate Communications Officer

Major Responsibilities:

- Design and plan the public relations. Contact and deal with the media (television, radio, newspaper, magazine and Internet) for publishing news of the company.
- Create the promotions for cosmetic products and Olive Beauty Shop.
- Write news of the company. Photograph in the events and organize the excursion trip for the media.
- Create CRM activities. Arrange and manage the documents for the quarter and year meetings.

Nov.2004 - Sep.2010 Royal Benja Hotel
Position: Senior Marketing Communications Executive

Major Responsibilities:

- Design and plan the public relations. Create trade mission and deal with many organizations. Contact and deal with the media (television, radio, newspaper, magazine and Internet) for publishing news of the hotel.
- Plan the promotions for increasing circulation of rooms and restaurant.
- Photograph the events and customers' party for publishing news.
- Design the media for advertising and public relations.
- Arrange and manage the documents for CEO meetings. Arrange and lead of staff training and activities. Arrange the thank you activities for the customers and media and CSR (Corporate Social Responsibility) activities.

Mar.2002 - Apr.2003 H.C.N. Co.,Ltd. (Honda Automobile dealer)

Position: Sale Activities Supporting Officer

Major Responsibilities:

- Plan the promotions for increasing circulation. Organize and Photograph the activities for customers such as the launch of the new car, children's day event, rally and car testing. Lecture during the events for the customers.
- Lead activities for employees. Design the media for advertising and public relations. Design and decorate showroom in every season. Buy premium souvenir for the customers.