

SIWADOL THONGSA-ARD

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Personal Information

- Date of Birth : August 1, 1976
- Sex : Male
- Height : 173 cms.
- Weight : 85 kgs.
- Languages : Thai & English
- Marital Status : Single
- Nationality : Thai
- Race : Thai
- Religion : Buddhism
- Computer Proficiency : MS Office (Word, Excel, Power Point), Internet, e-mail

Education

Master of Arts Thammasat University Program in Communication Management for Public and Business Sectors The Faculty of Journalism and Mass Communication G.P.A. 3.50	2001 – 2003
Bachelor of Arts Prince of Songkla University Major in Social Development Faculty of Humanities and Social Sciences G.P.A. 2.62	1995 - 1999
High School Kasetsart University Laboratory School Major in Art-French	1992 – 1995
Secondary School Kasetsart University Laboratory School	1989 - 1992
Primary School Kasetsart University Laboratory School	1983 - 1989

Working Experiences

Warrix Sport Co., Ltd. Marketing Communication and Sponsorship Manager <ul style="list-style-type: none">• Goals setting and strategic planning for corporate communication plans. Benefit management to support and promote company's business to meet company's strategic goals.• Manage corporate communications and benefit management budget and ensure that program milestones are achieved on time and within budget. Build awareness on company's business and operation according to specified goals and plans.• Planning and budgeting on corporate communications for both on-line and off-line channels in order to boost up sales and create brand awareness to achieve company's specified goals.• Manage media in both off-line channel (print media, billboards, radio, TV) and on-line channel (website, Facebook, IG, LINE) including other online medias to create effective	June 2020 – March 2021
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communication for creating brand awareness, generating sales volumes and sales growth according to company's goals.

- Monitor and control communication in all channels to meet the company's strategic goals.
- Manage and supervise company's presenter and make sure that benefit management is well-utilized and the deliverable results are achieved according to company's sales target, goals and plans.
- Establish marketing strategies and guidelines for sponsoring associations, clubs, agencies, organizations and educational institutions to promote sponsoring activities for the maximum benefit to the company
- Planning, managing, nurturing and developing good relationship with other organizations, associations, clubs aiming to promote and support company's business operations.
- Planning and budgeting on sponsorship fee, analyzing sales forecast and the worthiness of benefits. Stipulating the conditions on providing sponsorship to make sure that the company gets the maximum benefits and to be worthwhile.
- Manage, control and follow-up the use of benefits for sales, marketing, marketing communication, public relations and events/activities and make sure that it's well-utilized according to specified conditions.
- Initiate, stipulate a plan and manage for company's participation in any social activities to build company's image and build relationship with private organizations aiming to support company's business operation.
- Manage, supervise and verify messages on corporate news to communicate and publicize with mass medias and agencies.
- Build and maintain a positive public image for a company with media aiming to shape public opinion of the company and increase awareness of company's brand.
- Manage a positive public image for company's executives and representatives according to company's standard.

Fuji Xerox (Thailand) Co., Ltd.

September 2013 – May 2020

Marketing Communication Specialist (Event, PR, Internal Communication)

Responsible for creating the marketing communication plan and contribute to the content creation, conceptual design and overall implementation. Including building a consistent image in the industry, positioning as a global leader and partner of choice through content development for various communication channels.

- Event part:
 - Developed and Set plan in-detailed of event plan for both internal and external parties.
 - Managed and organized internal and external activities such as DocuWorld, sales kick off, product launching, road show, CSR activity, and other events which related with Company.
 - Planning and producing communications materials and sales collaterals e.g. product brochures, corporate profile, product packaging, promotional leaflets, and etc. to support sales / corporate campaigns.
 - Proposed, arranged and coordinated with internal cross functional teams and outside vendors for marketing communication activities including event organization, public relations agency, internal and external communications related.
 - Set up all showroom in branches for demonstrations to customers.

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- PR part:
 - Developed in-details for communication and PR plan, in order to strengthen brand image and awareness including to manage the good relationships with external parties; media and existing clients.
 - Implement new ideas and methods and continue to seek ways of both improving contribution for the company.
 - to the organization's goals and enhancing the reputation of the company.
 - Implemented all PR activities; Press Conference, Press Release, media trip and others.
 - Develop company's message to ensure the consistence message and good corporate image for communication through mass media e.g. press release, article, and etc.
 - Monitor company's news clipping from agency and generate related reports appropriately.
 - To deliver all marketing activity within the agreed budget.
- Internal Communication part:
 - Establish the effective internal communication strategy and drive the executions as per agreed strategy through internal communication team and other related parties.
 - Ensure organizational initiatives and projects are successfully communicated / engaged to employees
 - Developed in-details for internal communication planning, in order to strengthen brand image and awareness to employees.
 - Create good stories to build up people's morale and pride to the organization – Plan, edit and write content for a variety of internal communication mediums

Investor Club Association

March – August 2013

Head of Corporate Communication and Customer Relations Section

- Planed and organized activities for client such as training, seminar, factory visit
- Developed internal communication plan and implemented all activities such as newsletter, training and seminar for staff, sport, new year party.

Reed Tradex Company

January 2008 – February 2013

(Thailand and Vietnam #1 exhibition and conference organizer)

Conference Executive – Conference and Event Department

- Created effective “Conference and Event Year-Round Plan” as a promotion support part for the assigned exhibitions
- Arranged conferences and event as plan: starting from
 - (1) Allocate and manage budget
 - (2) Create attractive topics which interesting and being useful for the industries
 - (3) Design gimmicks and details of the events to draw attention from target audiences
 - (4) Manage all related parties for venue, light and sound, catering for coffee break, etc
 - (5) Decide, invite, and take care of speakers of the function
 - (6) Do promotion plan for the conference and events
 - (7) Recruit delegates
 - (8) Run the whole function and manage all working staffs

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- Managed other marketing events as assigned such as upcountry road show : both of plan, budget management and implementation
- Created promotional materials for the conferences and events such as brochure, invitation flyer, conference and event editorial, etc

Project Coordinator – Conference and Event Department

- Coordinator: coordinated and maintained a good relationship with related internal party such as IMC department, Sales department, Account Department, Project Team, and external party such as professional associations, institutes, government organizations, etc.
- Documentary tasks: managed tasks such as monthly conference and achievement report submitted department head and Managing Director, updated progress report, post show report, and etc.
- Database management: managed key persons database which consists of hundreds key persons from Associations, Institutes, and Government Organizations

PHUFA Occupational Incentive

March 2004 - December 2007

(Project Under the Initiation of Her Royal Highness Princess Maha Chakri Sirindhorn)

Assistant Sales & Marketing Manager

- Being in charge of Assistant Sales and Marketing Manager to all PHUFA Shop branch Managers
- Being in charge of Counter Sales Leader for driving marketing sale volumes
- Being in charge of HR Manager to manage all staffs and sales staffs of PHUFA (70 persons)
- Created marketing strategies and promotional activities to support and motivate sale volumes
- Planned sale forecast budget, analyzed competitive markets including new market development
- Being responsible for stock control
- Provided administrative and operational support for marketing events
- Managed other marketing functions as assigned

Kasetsart University

May 1999 – September 2000

(Village Agriculture Development Project)

General Administration

- Developed research about Agriculture
- Coordinated between internal and external party
- distributed fertilizer for Agriculturalist
- Prepared daily report to instructors
- Worked as assigned

Special Activities

- Social Development Leader
 - Cheer Leader Trainer
 - Committee member for MCM Class
 - Reunion committee member for MCM Class
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Training

- Annual “Sales and Marketing Academy” by Reed Tradex Company and professional speakers
 - “Marketing Campaign for Industrial section” by Thailand Productivity Institute
 - “Top Performance Negotiation Strategies” by Management and Psychology Institute
 - “Event Management Workshop” by Thai Tool and Die Industry Association
 - “Seminar to impact the industry” by Thailand Textile Institute
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Strengths

- Ambitious, enthusiastic, and dedicated
 - Can work with other people
 - Fast learner
 - Service-oriented
 - Optimistic
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Interests

- Reading
 - Traveling
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References

- Ms. Pathara Kwantientong, Associate Director, Bangkok Public Relations, 081-7331919
- Ms. Waraporn Nilpanich, Business Development Director, Bangkok Smartcard System Company Limited (BSS), 098-3242359
- Ms. Chutima Sanamnuaypol, Public Relations Specialist, Advance Info Service, 081-9777277

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