



NUTTHANICH SOMPRAKIT

EXPERIENCE

CONTACT US

- +66 (0)90 669 7978
- nsomprakit@gmail.com
- www.noonnieenunn.com
- 83/529 Villa Ratchathewi Building
Phayathai Road, Bangkok 10400

SKILLS

DIGITAL MARKETING

DECK
Media Strategic Planning/ Budget
Lead generation/ Google Adwords/
Facebook Ads/ SEO/ Email Marketing
/ YouTube Marketing / LINE / Taboola /
Shopee / Lazada / TikTok / Remarketing

Data Analytics & Tools
Google Analytics/ Data Studio/ GTM
Sprout Social / Super Metric

COMPUTER SOFTWARE

Graphic Design / Illustration
Photoshop/ Illustrator

Text Editor Tool
Atom/ Sublime/ Dreamweaver

CODING LANGUAGES

STACK
HTML5 / PHP/ Javascript/ JQuery
Wordpress / Joomla! / Drupal
Woocommerce / Opencart
MySQL / phpMyAdmin /
MAMP / Heroku
Git / Bitbucket/ JIRA
Basic Command Line in Terminal

Framework
Bootstrap/ Twig

CSS3
SASS/ SCSS/ LESS

LANGUAGES

- English **99%**
- Thai **100%**

AudiencelQ
Bangkok, Thailand
Mar 2021 - Mar 2022
audience-iq.com

Bangkok Post
Bangkok, Thailand
Jun 2020 - Feb 2021
bangkokpost.com

Eatigo (Headquarter)
Bangkok, Thailand
Oct 2019 - Mar 2020
eatigo.com

CRC Sports Co., Ltd.
Bangkok, Thailand
Oct 2018 - Sep 2019
supersports.co.th

OMD (Thailand)
Bangkok, Thailand
May 2018 - Sep 2018
omd.com

DIGITAL MEDIA PERFORMANCE MARKETING DIRECTOR

- Lead digital media buying team (6 subordinates) and lead media planning strategy including Google, Facebook, LINE, Taboola, TikTok, Shopee, Lazada platforms for all clients in various industries (F&B, Healthcare, FMCG Insurance, eCommerce, B2B and Hospitality)
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

VP - DIGITAL MEDIA TECHNOLOGY

- Lead digital marketing team, operations and resources to ensure successful campaign delivery.
- Plan and develop digital media strategies as well as media cost and effectiveness analysis via all integrated online social media ads to grow Bangkok Post and Post Today brands.
- Develop digital strategy and services for sale team e.g. Content Personalization, Tailored Lead Generation campaign with data-driven, etc
- Research competition, investigate benchmarks and provide suggestions for improvement

ONLINE MARKETING MANAGER (REGIONAL)

- Lead regional online customer acquisition strategy and execute through social media channel (Facebook and Instagram) for 8 countries in South East Asia market.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Collaborate with agencies and other vendor partners

ONSITE MARKETING & ANALYTIC DIVISION MANAGER (E-COMMERCE)

- Oversee digital marketing strategy and all campaigns including paid search, social media and display, SEO, email marketing to drive online sale for Supersports with 300% incremental lift in online revenue YoY
- Lead onsite personalization marketing strategy using Dynamic Yield and after 3 months bringing in 12% lift in total online revenue/month
- Collaborate with graphic design team to revamp new UI/UX for supersports.co.th website and all campaign landing pages
- Collaborate with agencies and other vendor partners

DIGITAL MEDIA PLANNING MANAGER (EUCERIN)

- Oversee and supervise digital media planners, develop digital media strategy and manage e-commerce/ brand campaign budget efficiently to achieve the objectives and KPIs for Eucerin.
- Monitor ad delivery and recommend campaign optimization options to ensure successful campaign delivery.



NUTTHANICH SOMPRAKIT

EXPERIENCE

Burda (Thailand)

Bangkok, Thailand
Jun 2016 - Apr 2018

burda.asia

SENIOR DIGITAL MARKETING SPECIALIST

- Planning Web, SEO/SEM, email, social media and display advertising campaigns
- Maintaining our social media presence
- Brainstorm new and creative growth strategies
- Measuring and reporting on the performance of both internal digital marketing campaigns and client's advertising campaigns.
- Project management for website development and web master
- Collaborate with agencies and other vendor partners

SENIOR FRONT-END ENGINEER

Full-stack web developer and UI/UX designer/ front-end developer to create website or application for company and for client special projects.

CONTRACT/ FREELANCE

Various of services to SMEs and Corporates from UI/ UX Design, Web Design & Digital Marketing Solutions.

WEB DESIGNER

Full-time job as a web designer in one of the biggest publisher in Australia with more than 20 titles of magazine.

- Designing online graphic banners
- Front-end coding for all company websites using Drupal CMS technology and create Email Marketing campaign sending out on weekly basis for all magazine brands

Webmadscientist

Bangkok, Thailand
Feb 2011 - May 2016

Express Publications

Sydney, Australia
Oct 2008 - Jan 2011

emgstore.com.au

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SASS/ SCSS/ LESS

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EDUCATION

University of Sydney

MASTER OF DESIGN SCIENCE(DIGITAL MEDIA)

Sydney, Australia - Mar 2007 - Jun 2008

ACHIEVEMENTS

Dean's List Excellent Academic Performance Award

Academy of Information Technology

DIPLOMA OF MULTIMEDIA INTEGRATION

Sydney, Australia - Aug 2005 - July 2006

ACHIEVEMENTS

Scholarship Program

Harrow International School

GCE A-LEVEL

Bangkok, Thailand - Aug 2003 - July 2005

Greenbrier High School

10TH GRADE

Georgia, USA - Jul 2002 - May 2003

Satit Patumwan School

MATTHAYOM 1-3

Bangkok, Thailand - May 1999 - Apr 2002

TRAINING

STEPS Digital Marketing Academy

DIGITAL MARKETING SPECIALIST CERTIFICATION PROGRAM

Bangkok, Thailand - 20 Jan 2018 - 24 Feb 2018

STEPS Digital Marketing Academy

DIGITAL BRANDING

Bangkok, Thailand - 25 - 27 August 2017

Google

ADWORDS SEARCH CERTIFICATION

Bangkok, Thailand - Jul 2018 - Jul 2019

Google

GOOGLE ADWORDS FUNDAMENTAL

Bangkok, Thailand - Nov 2017 - Nov 2018

Google

GOOGLE ANALYTICS CERTIFICATION

Bangkok, Thailand - Oct 2017 - Apr 2019

Nation University (Bangkok Biz)

DIGITAL MARKETING MINI-MBA

Bangkok, Thailand - Sep 2011 - Oct 2011