

SUPAPIT SAIKAEW

Digital Marketing Manager



CONTACT



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Web

beesupapit.wixsite.com/portfolios
AroundTheGirlz.com

LANGUAGES

Thai	Mother tongue
English	Fluent
French	Intermediate

COMPUTER SKILLS

MS Office	Photoshop	Line OA
WordPress	Illustrator	Bot Noi
Premiere Pro	After Effect	

PERSONAL SKILLS

Graphic Design	Video Editing
Photography	Makeup Artist

EDUCATION

2014 - 2016

The Manchester Metropolitan University, Manchester, UK
in Collaboration with Istituto Marangoni, Paris France
MA with Merit in Fashion & Luxury Brand Management

2009 - 2012

Chulalongkorn University, Bangkok Thailand
BA in Communication Management
International Program 1st Class Honours
GPA: 3.65/4.00

2004- 2008

Satri Nakhonsawan School, Nakhonsawan Thailand
High school, Global English Program
English - French
GPA: 3.98/4.00

2004- 2005

Manheim Central High School, Pensylvania, USA
AFS Cultural Exchange Program
GPA: 3.86/4.00

EXPERIENCE

August 2019 - Present

Digital Marketing Manager
Central Embassy, Thailand

- Manage and Promote activities, sale promotion, and campaign on social media and website for Central Embassy, Open House at Central Embassy, and Central: The Original Store
- Work closely with sale promotion & event manager and brands
- Monitor competitors' online activities
- Do monthly report for all online activities

March 2019 - June 2019

Digital Marketing Manager
EVEANDBOY, Thailand

- Coordinate and manage the creation of Social Media contents.
- Regularly track and gain insights into competitors' strategies.
- Liaise with Agencies, Marketing, Sales and Product Marketing teams.
- Suggest strategies and methods for ongoing digital marketing optimization and multi-channel improvement.

March 2017 - March 2019

Beauty Editor & Creative Leader
C Channel Thailand

- Build the C CHANNEL brand concepts of the new online and offline initiatives e.g. workshops, events, audition, etc.
- Train and promote C CHANNEL Clippers and new YouTubers in various online/offline platforms.
- Work closely with sales teams to pitch for new accounts and to continuously provide creative input for the maintenance of existing accounts.
- Plan C CHANNEL whole month schedule for shooting.
- Coordinate with food stylist and beauty blogger in coming up with new idea to make video.
- Research the popular trend on food/ beauty/ diy and work with creative (food stylist and beauty blogger).

EXPERIENCE

- **Oct 2016 - Mar 2017**
Marketing Communication Section Manager
The Em District, Bangkok
 - Coordinate all public relations activities.
 - Create content for press releases, byline articles and keynote presentations.
 - Leverage existing media relationships and cultivate new contacts within business and industry media.
 - Manage media inquiries and interview requests.
- **May 2016 - Present**
Co-Founder / Beauty & Lifestyle Editor
AroundTheGirlz.com Bangkok, Thailand
 - Founded and write contents for AroundTheGirlz.com: a joint blog of a girl gang featuring beauty, travel, eatery, style, interview and thinking out loud.
- **July 2016 - Present**
Digital Beauty Editor-at-large
StyleCartel.com Paris, France
 - Research and write beauty content for StyleCartel.com, including Makeup Monday, Lady Tech, Beauty Wednesday, Beauty Hotspot, and Fragrance Friday.
 - Attend press previews, fashion shows, and industry events as well as conduct interviews.
 - Utilize StyleCartel's social media to increase reader engagement.
 - Assist Editor-in-chief in planning, and executing the editorial shoots.
- **Jan 2013 - Jan 2014**
Beauty Writer (Freelance)
L'official Thailand, Bangkok
 - Responsible for Boudoir News and Beauty Review columns provides the beauty update for magazine target audience.
 - Maintained knowledge on latest beauty standards and beauty releases in market.
 - Assisted the senior beauty writer in developing beauty related content such as stories and related features that match with the seasonal theme.
- **July - Nov 2012**
Production Assistant
Benetone (Thailand) Co., Ltd.
 - Experienced in production service of International TV Commercials especially Bollywood.
 - Supervised Producer, Production Manager, Director and International clients throughout the production process in Thailand.
 - Organized accommodation, transportation, and catering plan for the production team.