

THANIDCHA CHAIYAWAN

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EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (Advertising and Public Relations)

Ramkhamhaeng University, Bangkok, Thailand

2006 - 2010

WORK EXPERIENCE

EVENT AND MARKETING OFFICER (Target Media and Television Co., Ltd.) 2013 – Present

- Analyze clients' purchasing power from potential financial status, records and characteristic of the clients
- Design and present advertising package to clients.
- Design and provide important documents for events e.g. Off Road Trophy, Rally Racing, Caravan
- Plan and design advertisement and publicize projects and events of company via alliance's media and online media.
- Ensure that advertising media in events are correct pursuant to the clients' needs.

SALES EXECUTIVE (TTF International Co., Ltd)

2011 – 2012

- Work collaboratively with media buyers, clients, and internal marketing and product teams to deliver innovative, high-impact and successful advertising opportunities to clients.
- Plan and develop an effective sales plan with accompanying goals and strategies.
- Expand business by opening new accounts through self-marketing research.

PROJECT COORDINATOR (Bangkok Service and Provision Co., Ltd.)

2010 – 2011

- Assist with the production of sales and marketing materials including brochures, flyers, newsletters, posters, banners, leaflets, stationaries, and printouts, at the same time ensure proper standards and precise quantity.
- Coordinate with event planning company and the organization to ensure all systems are being handled appropriately.
- Manage the on-site execution of events including vendor load in, event flow, and load out.

SKILL

- Fluent in English both writing and speaking.
- Proficient in Microsoft Office applications.