



# Weerapat Raktham

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## Education

<b>Aug 2014 – Apr 2016</b>	<b>Master of business administration, Marketing</b> Assumption University, Thailand GPA : 3.58 <ul style="list-style-type: none"><li>• <b>Strategic Marketing Management</b></li><li>• <b>Marketing Management</b></li><li>• <b>Integrated Marketing Communications, Advertising</b></li><li>• <b>Consumer Behaviour</b></li><li>• <b>International Marketing Management</b></li><li>• <b>Operational Management</b></li><li>• <b>Dissertation</b><ul style="list-style-type: none"><li>○ " Factors Influencing Acceptance of Social media advertising and their effects on consumers' attitudes"</li><li>○ Deeply focused on consumers' attitude towards Facebook advertising on Facebook users.</li></ul></li></ul>
<b>Jun 2008– Jun 2012</b>	<b>Bachelor degree in Communication Arts (Broadcasting)</b> Bangkok University (Rangsit campus), Prathumthani, Thailand GPA : 3.17
<b>May 2002– Mar 2008</b>	<b>Secondary School</b> Yothinburan School, Bangkok, Thailand
<b>May 1996 – Mar 2002</b>	<b>Primary School</b> Traimudomsuksanomklao School, Bangkok, Thailand

## Work Experience

<b>Jul 2017 – Present</b>	<b>International Sales and Marketing Executive</b>
<b>Company's Name</b>	<b>YLG Bullion Singapore PTE LTD</b>
<b>Industry</b>	<b>Precious Metals Trader (Bullion)</b> <ul style="list-style-type: none"><li>• Selling/Sourcing inventory either by utilizing existing relationships or by establishing new relationships with Mining, Refinery or Precious Metals bullion dealers throughout Dubai, Turkey, India which co-operated with related organizations/associations/institutions(Embassy, Department of Foreign Trade, Gold Trader Association, etc)</li><li>• Investigated and searched regulations/laws/conditions in each country to find opportunities and potential channels to deal with clients</li></ul>

- Managed online/office strategies to increase brand awareness and increase new users in “YLG Online Trader System”
- Arranged business trip in oversea to meet clients and Attend selected industry events such as Jewelry, Bullion Conference , Mining Exhibitions and etc.
- Solved face to face situations/urgent situations to match client's and organization's requirements in professional manner
- Provided clients with an analysis and up-to-date news daily to minimize investment risk
- Accomplished shipment efficiently/on time by monitoring and cooperated with shipping agent (Brinks,G4S,Roomis)
- **I was assigned to manage new market in Middle East, European and some South East Asia zone (I started from ground up and I can achieve sale target 3,000 million baht within 4 months)**

**Jan 2017 – Jul 2017**

**Company's Name**

**Industry**

**Account Executive(AE)**

**Super Resume Co.,Ltd**

**Job website & Media**

- Presented effective sales/products via main channel (Mobile, Email) to support and fulfil clients' demand
- Co-operated with both internal and external parties to complete services
- Arranged meeting with clients outside/inside the office
- Taking care existing customer and expanding business opportunities by opening new potential customers
- Responsible for preparing and reviewing the Weekly/Monthly sales report to forecast target

**Apr 2016 – Dec 2016**

**Company's Name**

**Industry**

**Marketing and Sales Executive**

**Propertytalk Co.,Ltd**

**Media & Entertainment**

- Monitored and analysed campaigns with cross-functional teams
- Searched sponsors and delivered sales and GP to target
- Build strong relationship with clients & agency, in collaboration with creating television program
- Creating as customized television program, suggestion new ideas and offer to the clients
- Deal with private company, government state and state enterprise
- Created promotions, Sales report and Sales Documentary
- Coordinated and support with other departments for smooth and fast business operation

**Jan 2016 - Mar 2016**

**Company's Name**

**Industry**

**Online Marketing (Trainee)**

**[WWW.TOWRAI.COM](http://WWW.TOWRAI.COM) (Niko's Logistics Co.,Ltd)**

**Digital Media & Website**

- Masterminded digital marketing activities to support market growth and planed strategy via integrated marketing communication (IMC)
- Manipulated digital partnership engagement and advised suppliers who are member of website to success their mission
- Designed & created interactive materials regarding banner, infographic, motion graphic, photo and short VDO
- Co-operated with main digital media channel such as Line, Zilingo, Tarad.com, Lazada to develop marketing campaigns.

**Jan 2013 - Jan 2014**

**Company's Name**

**Industry**

**Remark**

**Creative**

**Workpoint Entertainment Public Company Limited**

**Media & Entertainment**

**Family Business open up, Channel 5**

- Created and Managed Television contents to fulfil consumer's needs and objectives of the organization
- Work together with team members/ agency to deliver assigned works in a timely manner and high-quality standards
- Brainstormed and offered new and creative ideas to increase good brand awareness to consumer
- presented topics to clients (power point)
- wrote scripts and managed camera mans
- discussed with team and manipulated direction of contents (shooting day)
- edited and cooperated with sound engineers and graphic designers
- double check before on air

**Jan 2012 – Dec 2012**

**Television Host and Co-producer, Part Time**

Propertytalk Co.,Ltd, Bangkok, Thailand

**Oct 2011 – Dec 2011**

**Co-producer and Editor at Thai Public Broadcasting Service, TPBS (Trainee)**

Thai Public Broadcasting Service, Bangkok, Thailand

**Apr 2011 - Jun 2011**

**Rider at Johnny Rockets**

Six flags (Theme park), New jersey, United States

**Jun 2010 – Apr 2012**

**Photo Club Staff**

Bangkok University (Rangsit campus), Prathumthani, Thailand

## Honours and Awards

**Present**

**Launched Natural Product at Onshon Hair Care**

Onshon Hair Care, Bangkok, Thailand

**2011**

**Attended the university's activity of Boost Up Your Creativity**

Bangkok University (Rangsit campus), Prathumthani, Thailand

**2009**

**News Anchor Training by the Government Public Relations Department**

Government Public Relations Department, Bangkok, Thailand

## Achievements and Skills

- Last Toeic score : 740
- Proficient in Adobe Photo shop, Illustrator, Premiere Pro
- Proficient in Microsoft Word, Excel, Powerpoint
- Full Driving license
- Fluent in Thai
- Excellent interpersonal and communication skills
- Team-working capacity
- The capacity to work under pressure
- The capacity to be Hard-working / Diligent
- The capacity to be Initiative / Creative
- Flexibility

