marketing

PORTFOLIO

By Piyawat Thuanmina

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For to come to the smallest detail, no one should practice any kind of work unless he derives some benefit from it. Do not be angry with the pain in the reprimand in the pleasure he wants to be a hair from the pain in the hope that there is no breeding.

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introducing
ABOUT ME

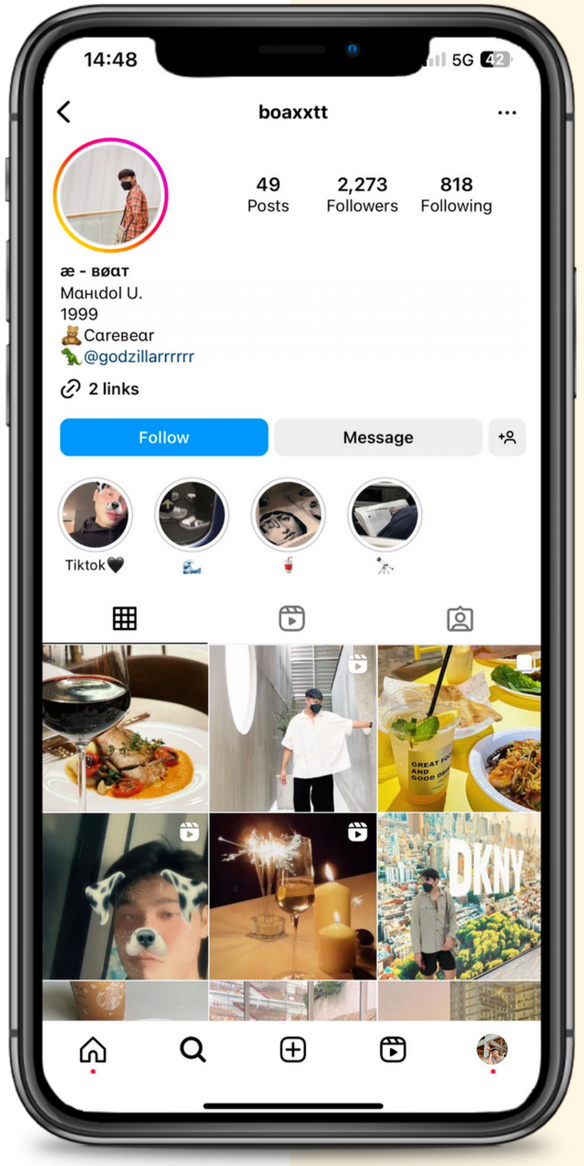
It is important to nurture the target audience as the purpose is to be fulfilled by the organization. But it is a very good time to improve your skills and develop yourself.





Piyawat Thuanmina
Senior Marketing – CRM

The history of the main communication channel for various social contacts and making product promotion media to open visibility for a variety of people.



2,273
Followers

76,248
Sales

3
Product Design

1
Personal Business

VISION

Giving yourself the opportunity to try new things opens up a broader perspective and if you believe that you can do it We are already halfway there - it all depends on yourself. We have to think that we can do it.
Start by building confidence.

READ MORE







personal SKILLS

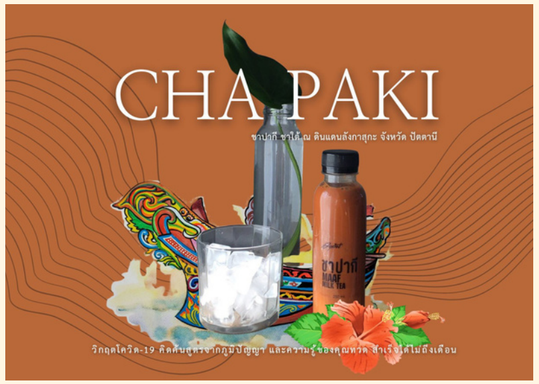
I have Cognitive Flexibility skills, knowing that what I'm doing doesn't always lead to success, and learning how to change my behaviour to achieve that goal.



Active learning and learning strategies



Web Content



Creativity & Originality



Graphics Designing

EDUCATION

Study and find knowledge from various sources by yourself, then bring the knowledge to try, practice, improve, and develop until becoming proficient. able to apply the knowledge learned to benefit themselves and the public.

READ MORE



2018 - 2022
Bachelor of Arts

Mahidol University
Ecocultural Entrepreneurship,
faculty of art

first class honors
3.53/4 GPA

2014 - 2017
Secondary Education

Dechapattanayanukul School
Mathematics-Science Programme

internship

EXPERIENCE

New Product Development & Marketing

BRIOCHE GREYHOUND CAFÉ

- Inventing and developing the "Greyhound's Brioche" by providing guidelines for production processes and finding information about raw materials.
- Design packaging and calculate the cost price of the product.
- Calculation of the Cash Sale Strategy.
- Self-motivated, service-oriented, and able to communicate and coordinate effectively with customers and the internal team.









STP Marketing & Analysis
Strategic Planning &
Finished Product



Designing Packaging
Develop new products to meet the needs of the market. forecast the trend





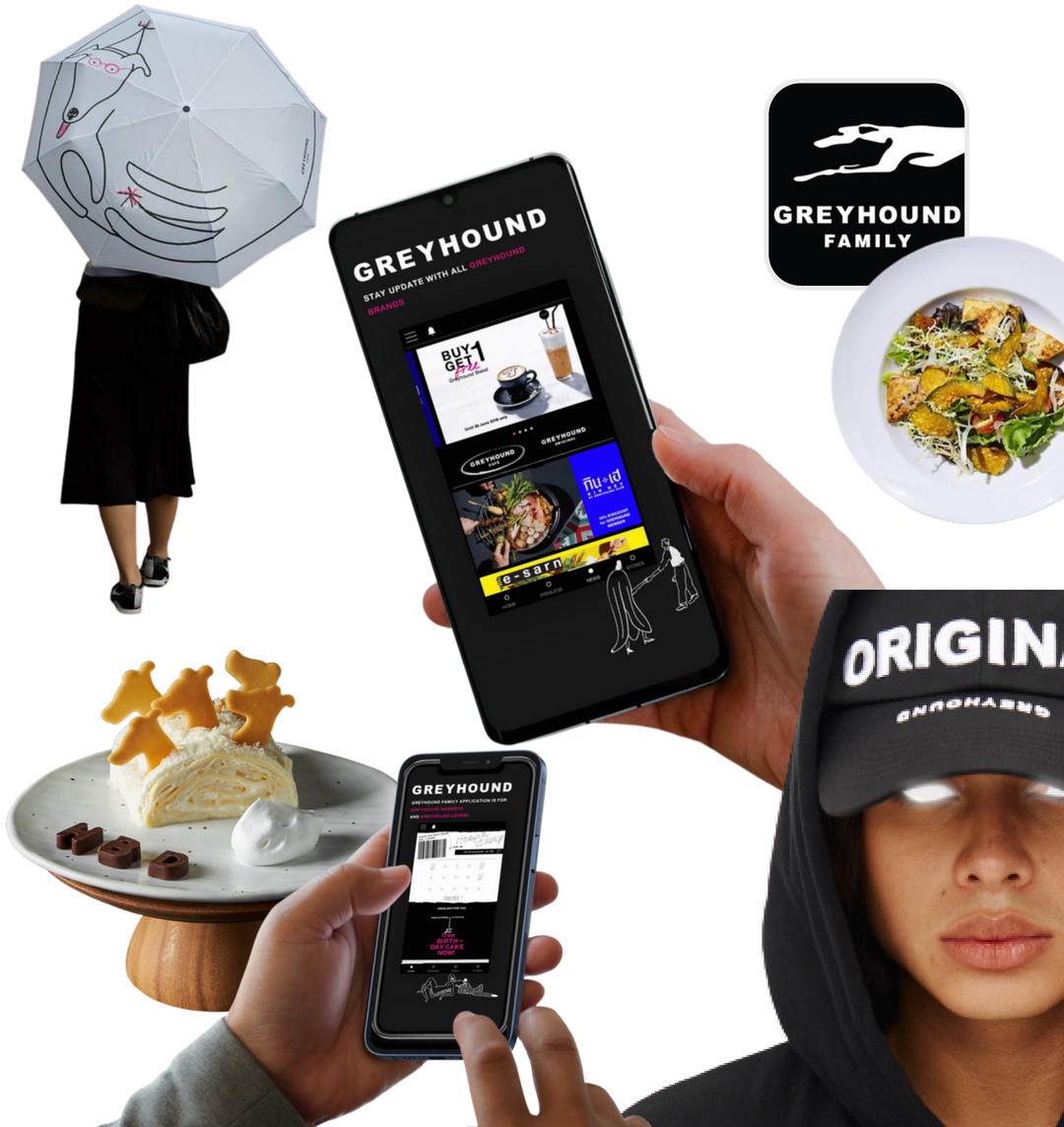
work

EXPERIENCE

Marketing Officer – CRM

- Set up the interface for new properties in the "Greyhound Family" application for monthly privileges, coupons and online deals, and any other loyalty system related.
- Manage Back Office Information.
- Manage customer relationships.
- Proficient in MS Excel and social media tools.
- Ability to capture and create content of gemstones creatively.
- Experience in media platforms e.g. Facebook, Google, data, programmatic, and influencer.
- Keep up to date with current marketing trends to improve the team's performance.
- Self-motivated, service-oriented, and able to communicate and coordinate effectively with customers and the internal team.

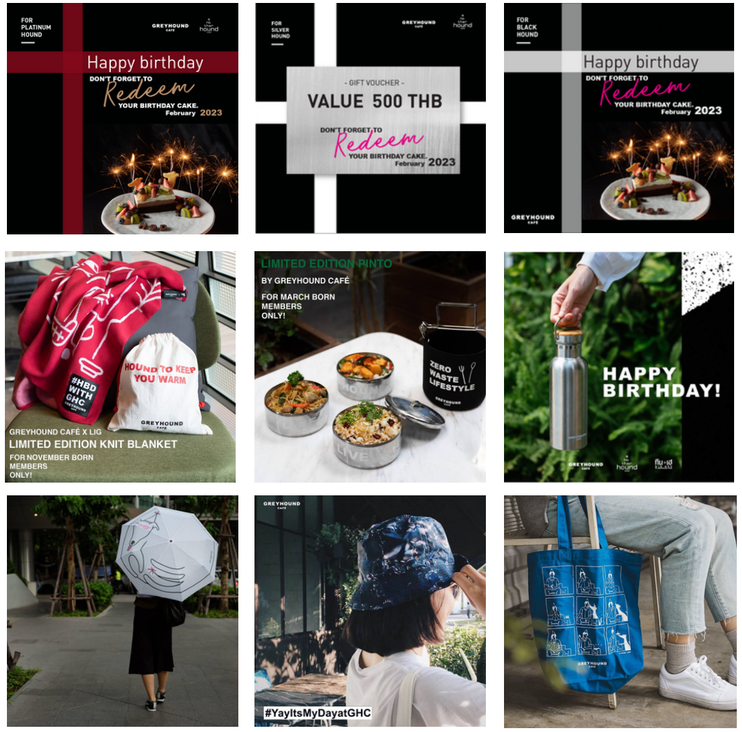
GREYHOUND ORIGINAL · GREYHOUND CAFÉ · SMILEYHOUND GREYHOUND · another hound Cafe'



work

EXPERIENCE

Marketing Officer – CRM



Member Privileges Birthday

Manage customer relationships



Member FreeDish Monthly

Manage customer relationships



CRM Member Analysis

Daily, Monthly and Yearly

work
EXPERIENCE

Senior Marketing – CRM

GREYHOUND ORIGINAL · GREYHOUND CAFÉ · SMILEYHOUND GREYHOUND · another hound Cafe' · BEANHOUND BY GREYHOUND CAFÉ · UNDERHOUND

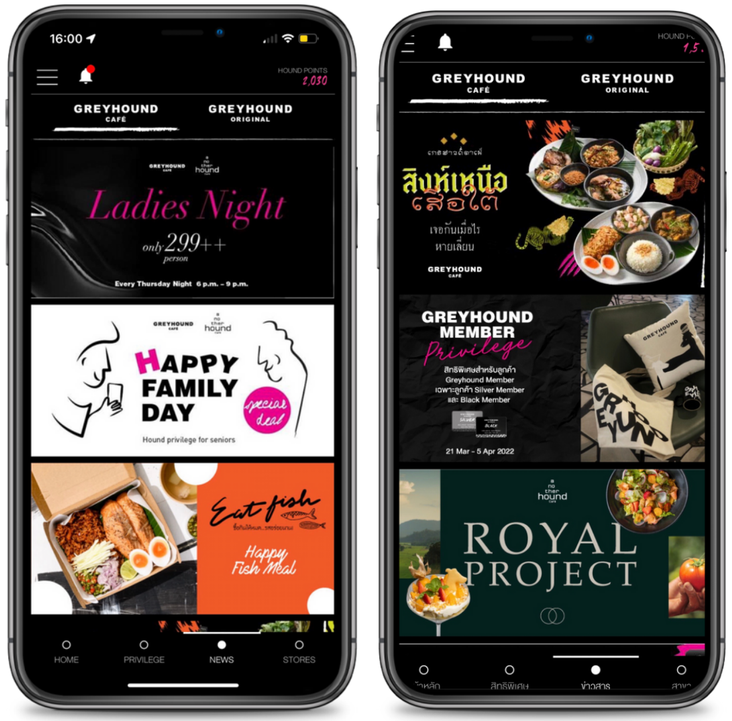
- Create campaigns for advertisement and coordinate with Greyhound Café and other brands under the Greyhound company.
- Coordinate with Corporate Marketing & Communication team on reporting and leverage best practices and ideas.
- Responsible for overall all CRM and PR plans for other brands. Under Greyhound Cafe Co., Ltd.
- Daily manage end-to-end for customer problems with experience and analyze campaign performance.
- Manage offers to targeted segments – working closely with Marketing Department to develop compelling proposals for different customers' life cycles and formulate strategies and marketing plans.
- Set up the interface for new properties in the "Greyhound Family" application for monthly privileges, coupons and online deals, and any other loyalty system related.
- Manage Back Office Information.
- Manage customer relationships.
- Keep up to date with current marketing trends to improve the team's performance.



work

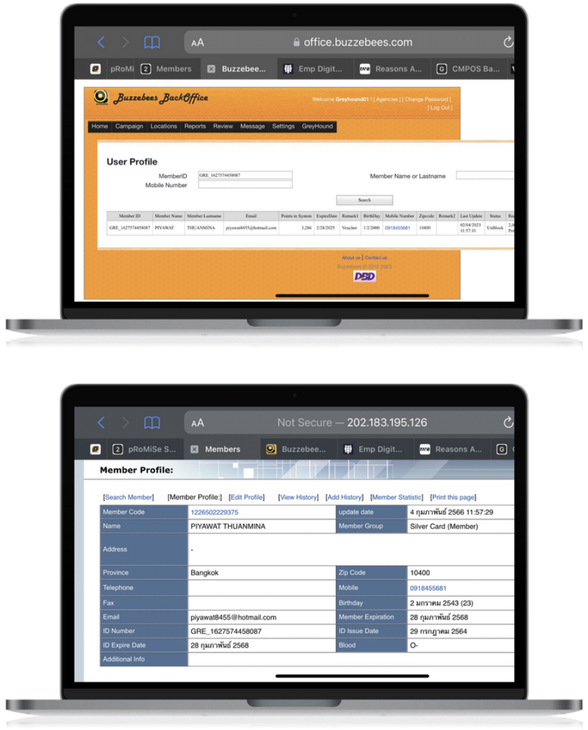
EXPERIENCE

Senior Marketing – CRM



Member Campaign All Brands on Greyhound Application

Set up the interface for a new promotion



Back Office Information

Daily manage end-to-end for customer problems



New Application Development

Change platform for membership application

work

EXPERIENCE

Senior Marketing – CRM



Exclusive Members Workshop

CRM and PR plans



Web Content & Communication

Set up the interface for a new promotion



Influencer & Kols / Kocs

Contact and coordinate between Influencer, Kol, Koc and marketing team

self-employed





EXPERIENCE

Online Marketing

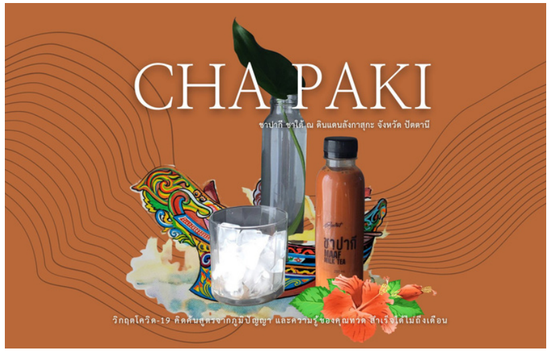
- Contact and coordinate restaurant marketing activities.
- Chat and coordinate with restaurant partners.
- Define promotional campaigns through the delivery platform.
- Proficient in MS Excel and social media tools.
- Experience in media platforms e.g. Facebook, Google, data, programmatic, and influencer.
- Willingness to learn in an adaptive new-gen environment with ability to work under pressure.
- Owner of a beverage product called "Chapaki"



Media Platforms & Ads
Managing social media channels



Online Marketing / Influencer
Create campaigns and coordinate with influencers



Personal Business
Strategic Planning & Finished Product



work

EXPERIENCE

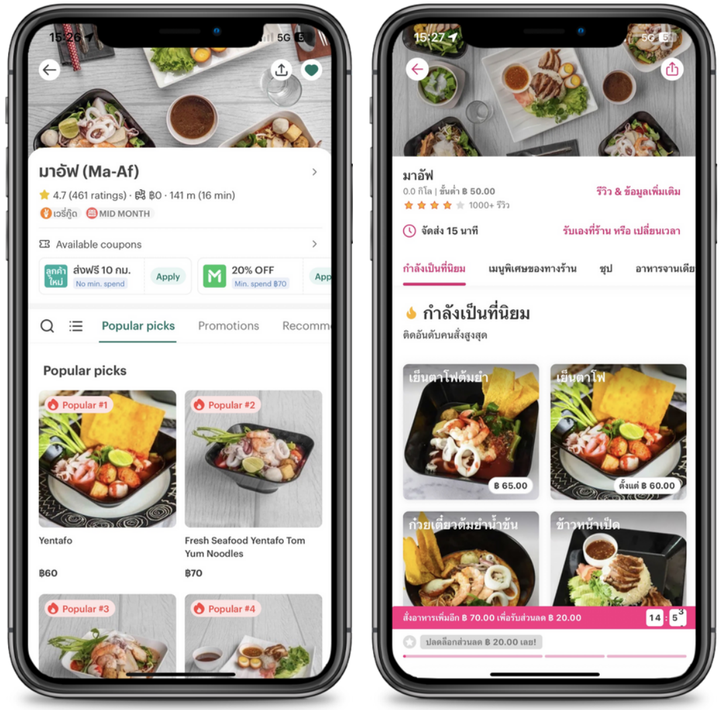
Senior Marketing – CRM



Product Development & Graphics Designing

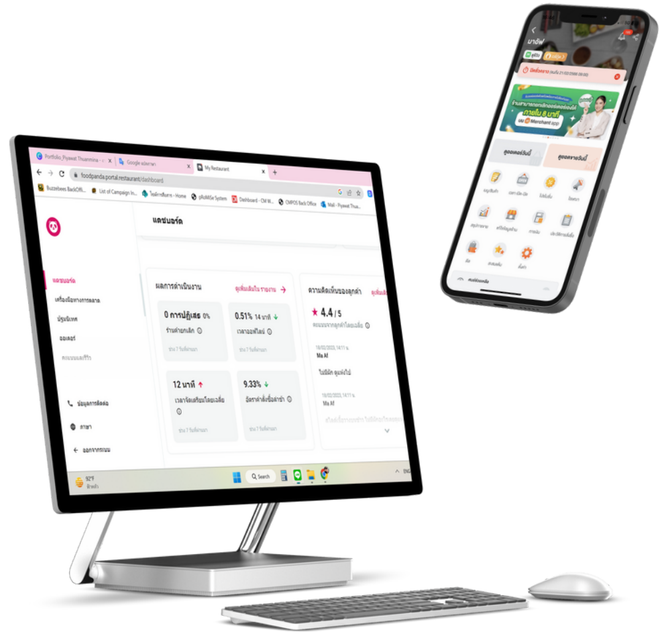
Develop and find new product ideas

LINEMAN wongnai



Food Delivery Platform

Set up all menus of the restaurant
and Set up the interface for a new promotion



Back Office Information

Control the delivery of goods for
front-to-destination stores (customers)

project

PORTFOLIO

Creation of product design principles and concepts It is a combination of creative design elements in terms of art, and beauty, combined with the science of analyzing the behaviour of those involved (users, manufacturers and sellers) in marketing. and the overall impact from conception, production, distribution

01 CHA PAKI

Arising from the idea of the owner of the business a family of Chinese Muslims Learning about local tea. Until the unique combination of tea.

02 GREYHOUND BRIOCHE

Product enhancement to generate income for the organization

CHA PAKI

- Start hitting the market from April 28, 2020 - Present
- Penetrate local people, local people and tea drinkers
- Increase the regular customer base and pre-order customers
- Sales channels are both online and offline channels.
- Through market test analysis with the method of asking customers questionnaires, interviews with target groups and testing the taste of the drink
- Marketing tools are used to create stability for the product.



Local Tea

Bring the uniqueness of local tea Let's create an identity, both colour, smell and taste that is our only secret recipe.



Do not stop & Ready to develop products

Invent new products to meet the diverse needs of customers.



GREYHOUND BRIOCHE

GREYHOUND CAFÉ

- Manage day-to-day Merchandising Department Work Plan.
- Determine pricing strategy.
- Plan shipment schedule to ensure timely delivery of stocks.
- Engage in sales forecasting and budget management.
- Sales and Gross Profit Performance analysis report.
- Analyze daily and weekly sales, Gross Profit%, and determine weekly merchandise action plans.
- Manage proper product assortment plan.



TARGET PERSONA
In-depth thinking and design of target customers.



EASY & NOT MESSY
Planning and presenting the content creation plan.



THANKS FOR WATCHING

Wish you happiness with all the work that you have watched, I appreciate it.

