

# PLOY SIKHARINYA SRISUWAN

BUSINESS DEVELOPMENT

AE MANAGER

PROJECT MANAGER (BRAND & EVENT)

# PORTFOLIO







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## Sikharinya Srisuwan - Ploy

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### CONTACT INFORMATION

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Taling Chan, Bangkok 10170

 sikharinya.s@gmail.com

Date of Birth: 02/11/1996

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### Education

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#### **Chulalongkorn University**

Master of Communication Arts  
(ICM: Integrated Communication Management)

#### **Silpakorn University**

Bachelor of Faculty of Arts (GPA 3.70)  
Major Asian Studies and Vietnamese

#### **Rajini school**

High School Certificate. Completed in 2015



# *Let's* **INTRODUCE**



- *Business-driven marketing professional with hands-on experience in FMCG expansion, brand activation, and cross-border sales operations. Skilled in bridging strategy and execution - from developing sales and marketing plans in Modern Trade channels to leading full-scale event production and on-ground brand experiences.*
- *Experienced in managing end-to-end event and activation processes, including concept alignment, vendor coordination, structural setup, timeline control, and on-site execution to ensure seamless delivery and brand consistency.*
- *Strong in client management, stakeholder alignment, and operational control, with the ability to translate business objectives into measurable commercial outcomes. Passionate about building brands through integrated online and offline touchpoints while driving sustainable market growth.*

# WORK EXPERIENCE

August 2019 – April 2020



**Thai Agri Foods**  
Public Company Limited

**SALES & MARKETING  
OFFICER (BUSINESS  
DEVELOPMENT)**

- LOCAL SALES & MARKETING VIETNAM - REAL THAI BRAND
- EXPORT SALES - FOCO LIFE PLUS BRAND TRIAL EXPORT ORDER OF KOREA

June 2020 - September 2023

**mazars**

**ACCOUNTING OFFICER -  
VIETNAMESE**

- ANALYZE SALES AND EXPENSE BOTH ONLINE AND OFFLINE (LAZADA, SHOPEE, TIKI),
- PREPARE MONTHLY FINANCIAL STATEMENT, REVIEW AGREEMENT, COORDINATE WITH LOCAL BANK FOR ALL FINANCE ISSUE

September 2023 - Now

**MODiWA**  
PRODUCTION

**ACCOUNT EXECUTIVE  
MANAGER & PROJECT  
MANAGER**

- CLIENT RELATIONSHIP MANAGEMENT
- PROJECT MANAGER: TO ENSURE PROJECTS ARE ON TRACK, ALIGN WITH CLIENT EXPECTATIONS, AND ARE COMPLETED WITHIN DEADLINES.
- BUSINESS PLAN AND BUDGET MANAGEMENT



# AEC Project

Offline Marketing



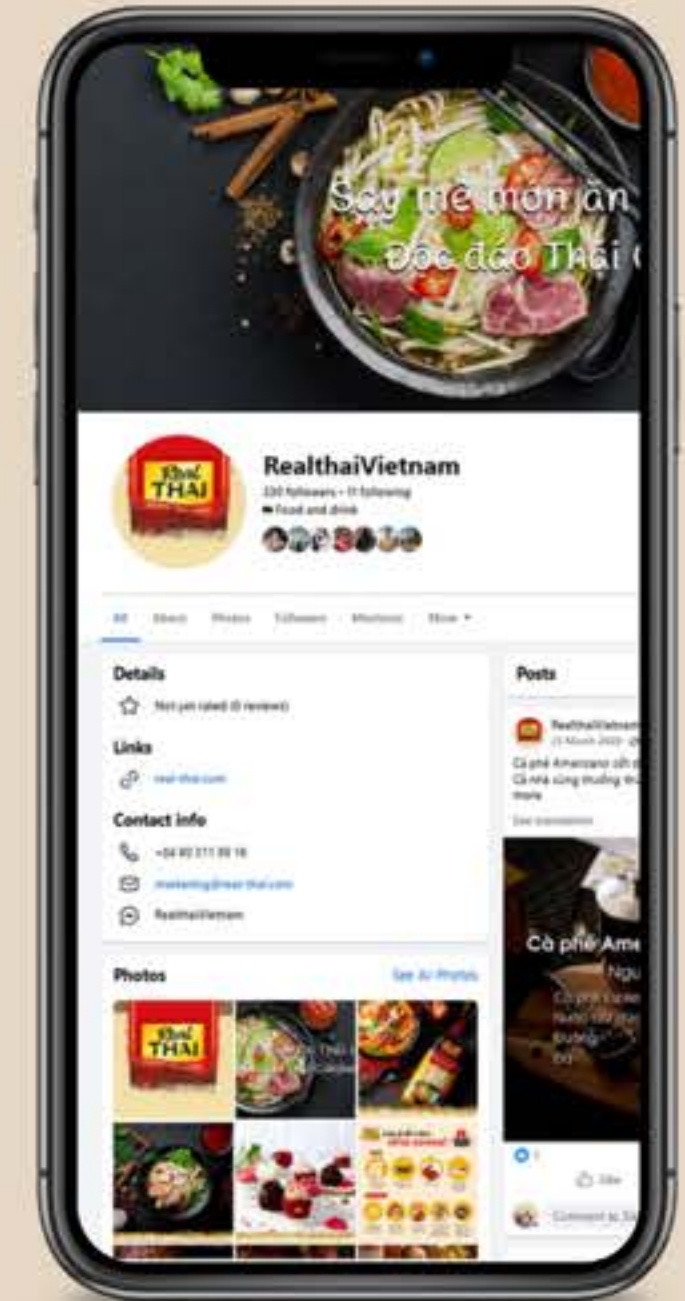
Drove FMCG market expansion in Vietnam by leading sales development, MT channel strategy, and integrated brand marketing initiatives, while managing client relationships, commercial agreements, and cross-border export operations.

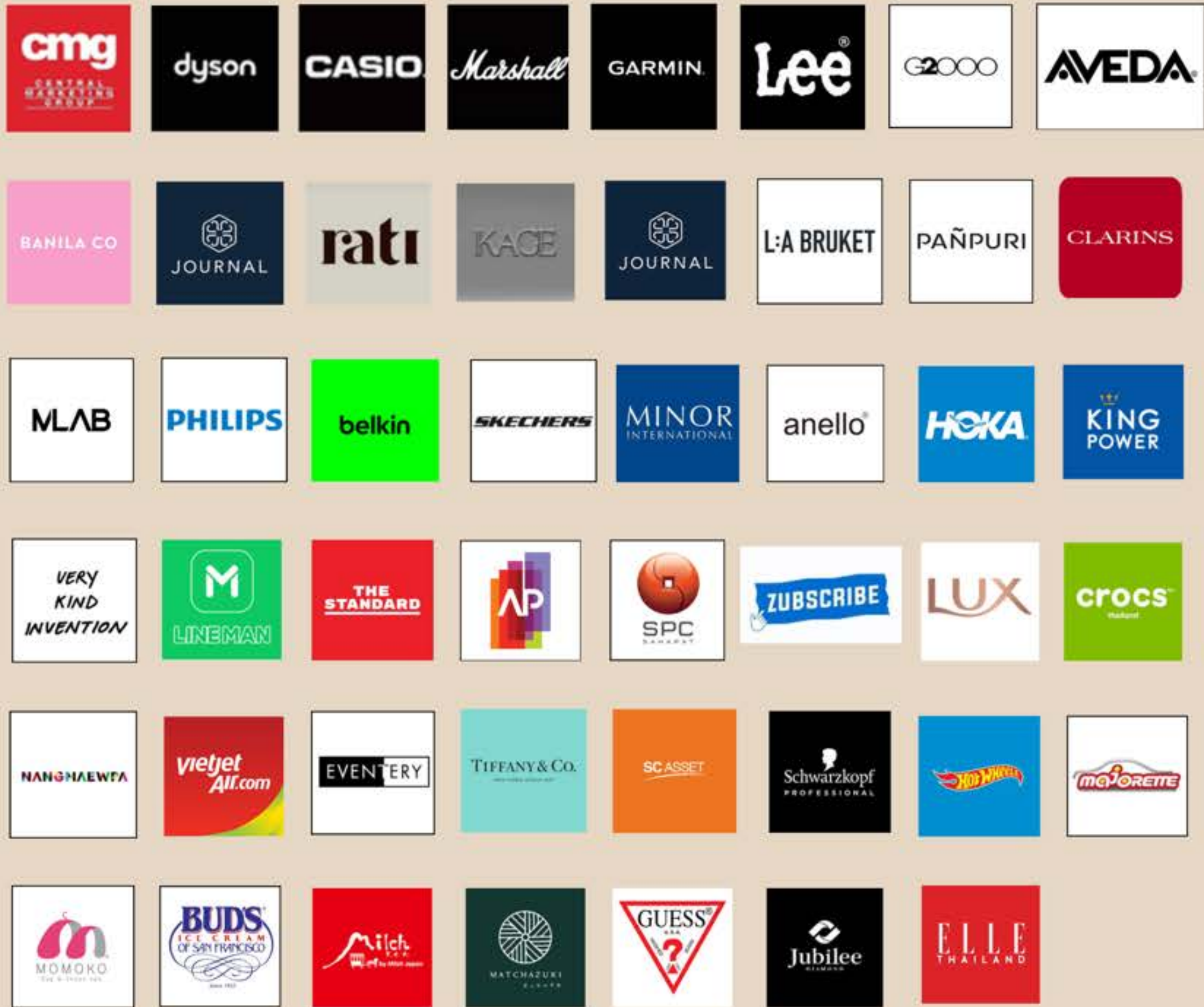


Online Marketing on IG



Online Marketing on Facebook





# Key

# Account

- Event
- Shop
- Pop Up
- Booth
- Other



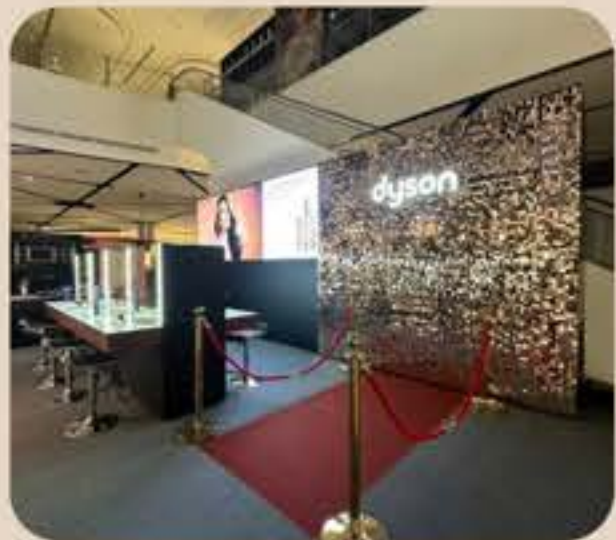
DYSON Event Beacon3 CTW



DYSON official launch  
Supersonic



DYSON event Coanda 2X  
Eden1 CTW



# Event

Led end-to-end event management, serving as the key client liaison while overseeing strategy alignment, budgeting, vendor coordination, and on-site execution - delivering seamless brand experiences that drive measurable business impact.

Schwarzkopf @ Bangkok  
Marriott Hotel The  
Surawongse



Schwarzkopf Professional  
Thailand Authority in Blonde  
@Park Hyatt Bangkok



TIFFANY & CO. @ Siam Paragon  
TIFFANY & CO. Private dinner



# Event

Led end-to-end event management, serving as the key client liaison while overseeing strategy alignment, budgeting, vendor coordination, and on-site execution - delivering seamless brand experiences that drive measurable business impact.

Dyson event Robot @ CDS Chidlom



Line Business X The Standard



ELLE Fever Fashion Week at ICON SIAM



# Event

Led end-to-end event management, serving as the key client liaison while overseeing strategy alignment, budgeting, vendor coordination, and on-site execution - delivering seamless brand experiences that drive measurable business impact.

Lineman Foodie GYM  
@ Emsphere



Lineman event @  
Emglass Emsphere



Vietjet Sky fun event  
@ Emsphere



# Event

Led end-to-end event management, serving as the key client liaison while overseeing strategy alignment, budgeting, vendor coordination, and on-site execution - delivering seamless brand experiences that drive measurable business impact.

The Secret Sauce Summit  
2025 @ Emsphere



Economic Forum @  
Paragon Hall



GCNT event @ True  
digital Park



# Event

Led end-to-end event management, serving as the key client liaison while overseeing strategy alignment, budgeting, vendor coordination, and on-site execution - delivering seamless brand experiences that drive measurable business impact.

BAIW exhibition @ House Samyan



AP event Sailom Sangdad Homey Studio



Corruption Disruptors Forum @ True digital Park



# Event

Led end-to-end event management, serving as the key client liaison while overseeing strategy alignment, budgeting, vendor coordination, and on-site execution - delivering seamless brand experiences that drive measurable business impact.

Momoko @ The circle  
ratchapluk



Makavelic Store @  
One Bangkok



Garmin shop @ CTW



# Shop

Optimized retail experience  
through layout planning,  
visual merchandising  
coordination, and  
promotional execution.



Skechers KIDS @  
The Mall Bangkapi



Skechers @ The Mall  
Bangkapi



MLAB at Future Park  
Rangsit



# Shop

Optimized retail experience  
through layout planning,  
visual merchandising  
coordination, and  
promotional execution.



Dyson BA Allcat RBS  
Ayutthaya



Dyson BA CDS  
Eastville Relocation



Dyson @ Central  
Park Dusit



# Pop Up

Created high-impact pop-up experiences that generate buzz, increase foot traffic, and amplify brand visibility.



Garmin BA CDS Pinklao



Garmin MBS Sport for life Phattanakarn 38



Garmin @ Central Park Dusit



# Pop Up

Created high-impact pop-up experiences that generate buzz, increase foot traffic, and amplify brand visibility.



HOKA Pop Up @ CTW



CROCS @ CDS Ladprao



CROCS @ Siam Paragon



# Pop Up

Created high-impact pop-up experiences that generate buzz, increase foot traffic, and amplify brand visibility.



MATCHAZUKI THAILAND  
COFFEE FESTIVAL 2025  
at Impact



DYSON Baby & Kids  
Best Buy at Impact



RATI booth @ QNSCC



# Booth

Designed strategic booth experience to attract target audiences and convert engagement into qualified business opportunities.



Display PARADE Zone @  
One Bangkok



Garmin TH Run  
Landmark



X The Live - Ultimate Live  
Commerce Survival



# Other

Managed display and studio set production from conceptual alignment to structural execution - coordinating design, fabrication, and on-site installation to ensure visual consistency, functional flow, and brand impact.



# Master Degree

## *Project*

Chulalongkorn University  
Master of Communication Arts  
ICM: Integrated Communication Management

# STRATEGIC BRAND COMMUNICATION VITAMILK

In the Strategic Brand Communication course, this project analyzed Vitamilk's brand communication and proposed a strategic shift toward a younger audience segment while maintaining its strong music marketing identity. The plan repositioned the brand from a traditional blue-collar focus to a more youth-driven approach by introducing a new presenter, Nont Tanont, and activating multi-channel communication including OOH, caravans, influencer collaborations, and under-cap prize campaigns. Modern tactics such as guerrilla PR, KOL-led recipe challenges, social sharing activities, and online purchase promotions were designed to enhance engagement, refresh brand perception, and strengthen relevance among younger consumers.

### About brand

"โตมิลค์ No.1 บนตัวเหลืองขวดแก้ว"

#### History

- ผลิตเครื่องดื่มพร้อมดื่มครั้งแรกในประเทศไทย ปี ค.ศ. 2501
- ก่อตั้งโดย คุณ โสภณพนิช วัฒนกุล และ คุณ อิงอรทิพย์ วัฒนกุล เมื่อวันที่ 1 เมษายน พ.ศ. 2497
- พัฒนาผลิตภัณฑ์นมพร้อมดื่มแบบน้ำจืดจนเป็นที่รู้จักในชื่อของ To Go นมรสธรรมชาติ
- ขยายตลาดไปยังต่างประเทศโดยแบรนด์ Vitamilk และ Vamino ถึงกว่า 25 ประเทศ

#### Product

- โตมิลค์ แร่เหล็กวิตามิน Pain
- โตมิลค์ แร่เหล็กวิตามิน Grain
- โตมิลค์ แร่เหล็กวิตามิน Flavor
- โตมิลค์ แร่เหล็กวิตามิน Fruity
- โตมิลค์ แร่เหล็กวิตามิน Protein



"โตมิลค์ นำานตัวเหลืองที่อยู่คู่คนไทยมานาน"

### CULTURAL TENSION

5 อุปสรรคใหญ่ ที่ทำให้คนไทยใจไม่พร้อม

<h4>1. Economic Issue</h4> <p>High inflation, interest rate rising, and the uncertainty of the Thai economy have led to a decline in consumer spending. The market is saturated with many brands, making it difficult for Vitamilk to stand out.</p>	<h4>2. Work-Life Imbalance</h4> <p>With a busy lifestyle, consumers have less time to spend on non-essential products. They are looking for convenience and quick solutions to their daily needs.</p>	<h4>3. Unpredictable Future</h4> <p>The Thai economy is facing uncertainty due to global events. Consumers are becoming more cautious and saving more, leading to a decline in discretionary spending.</p>	<h4>4. Increased Competition</h4> <p>There are many brands in the market, each with its own unique selling proposition. Vitamilk needs to differentiate itself and offer a compelling reason for consumers to choose it.</p>
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### Communication Concept "VITAMILK"

Focus on Male Target  
PROTEIN POWER For Every Moment

Consumer Value

- 24 hours protein
- 30% more protein than other brands
- 30% more calcium than other brands

### KEY MESSAGE

“เติมพลังกาย พลังใจ ให้ไวเลย! กายพร้อม ใจพร้อม เราทำได้”

### Communication Strategy

#### Communication Message

“เติมพลังกาย พลังใจ ให้ไวเลย”

#### OBJECTIVE

REACH & REINFORCE EXISTING TARGET

#### TACTIC

- Quadrant Online Marketing
- Bombard with KOLs like Ben A-Son Y, Nont Tanont, etc.
- On-Office marketing programs
- Offline engagement activity
- Offline KOLs

#### OBJECTIVE

SECURE NEW TARGET

#### TACTIC

- Quadrant Online Marketing
- Bombard with KOLs like Ben A-Son Y, Nont Tanont, etc.
- On-Office marketing programs
- Offline engagement activity
- Offline KOLs

### COMMUNICATION PLAN

#### Awareness

- Multi-channel marketing
- Targeted advertising
- Brand awareness

#### Engagement

- Interactive content
- Community building
- Brand loyalty

#### Conversion

- Targeted offers
- Direct response
- Brand recall

### NEW PRESENTER

นนท์ ตันนง (Nont Tanont)

ตัวแทนของการ “เติมแรงใจ ผ่านเสียงเพลง”

### Awareness

Mini Concert PR

100 คน

### Engagement

กิจกรรม Fanmeet และ Concert & Music Sponsorship

Capacity 500 ppl / event

### Engagement

#### VITAMILK CARAVAN เติมกำลัง + ใจ

กิจกรรม Thematic ที่เน้นความสนุกสนานและสุขภาพดี

### Conversion

#### จัดกิจกรรมชิงโชค

โตมิลค์แจกโชค เติมพลังความสุขให้คนไทย! แต่เพียงครั้งเดียวได้มา ก็บิลลี่ **ลุ้นรับทองคำ!!**

56,000 คน QR Code สแกนฟรี 1 ชม = 1 ชม

รางวัลใหญ่ 15 ล้านบาท - 30 เมษายน 2568

เงินรางวัล 5 ล้านบาท 2568

### COMMUNICATION PLAN

#### CATCH

Targeted advertising

#### CONNECT

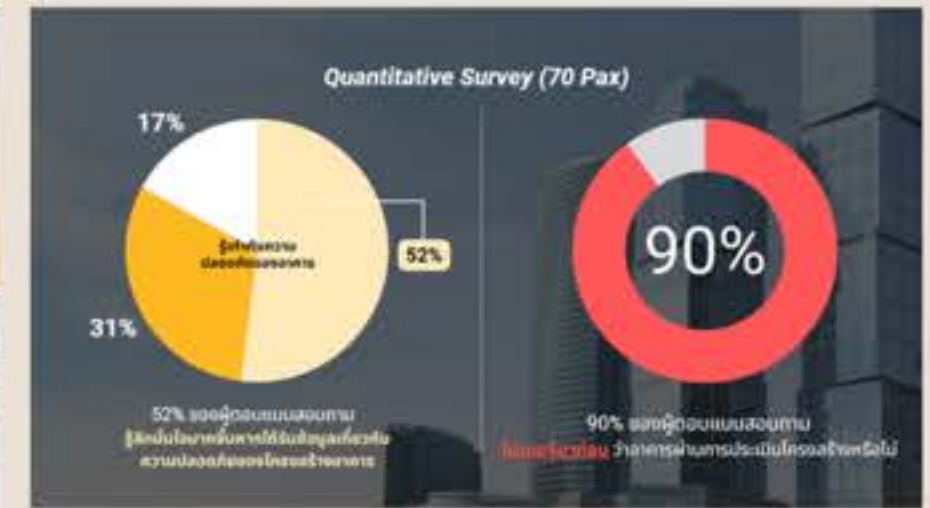
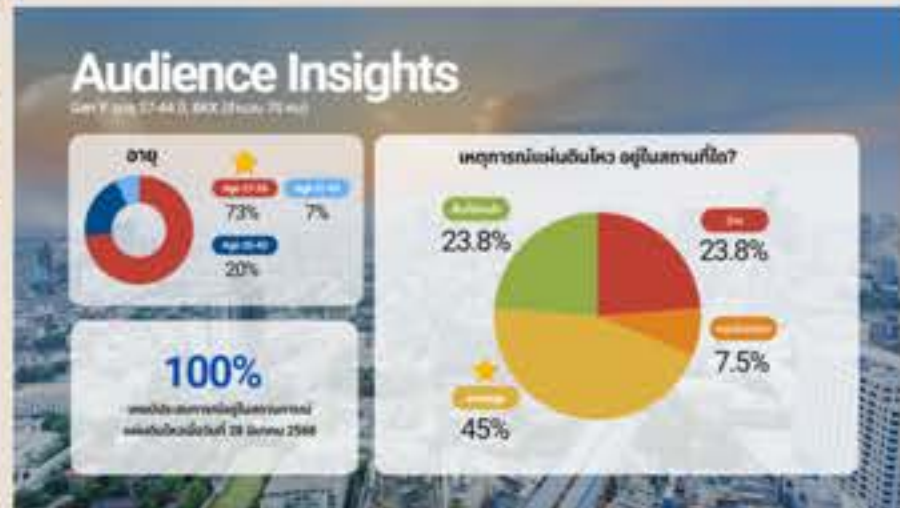
Interactive content

#### CONVERT

Targeted offers

# STRATEGIC BRAND COMMUNICATION EARTHQUAKE BKK

This project uses data visualization to turn complex earthquake information in Bangkok into clear and easy-to-understand communication. The key insight found that people are not mainly afraid of buildings collapsing, but are uncertain about whether structures are truly safe if an earthquake happens. The campaign follows 3 stages - Awareness, Educate, and Engagement - using simple visual storytelling to make information easier to process, improve public understanding, and encourage participation through the call-to-action "Share Your Safe Spot."



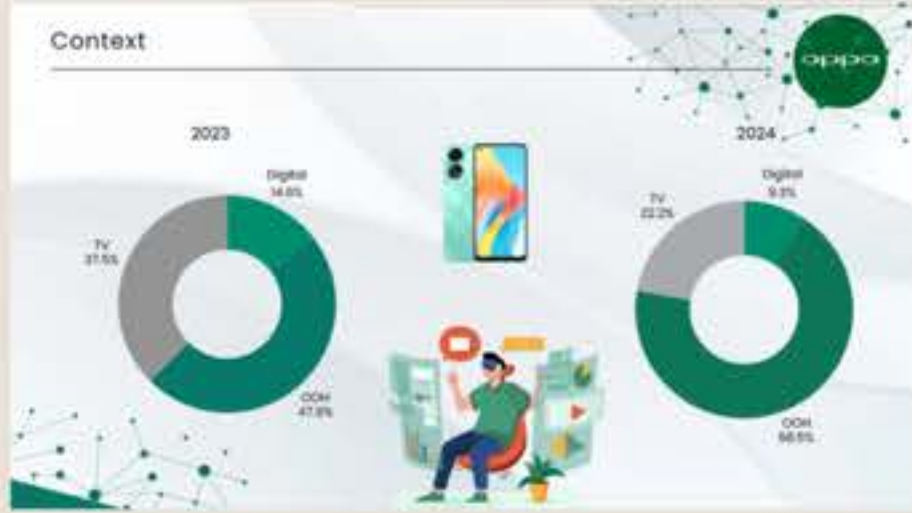
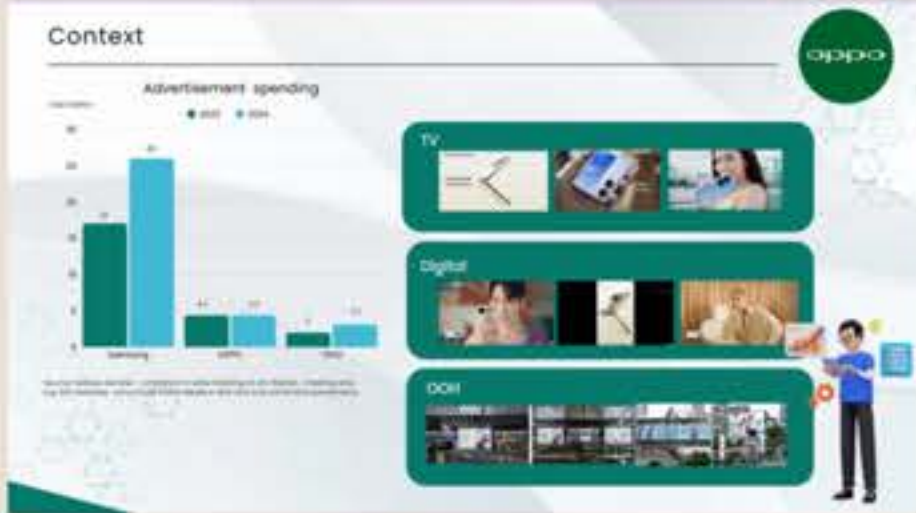
# STRATEGIC BRAND MANAGEMENT BUN & CO.

BUN & Co. is positioned as more than just a burger shop - it is a premium burger experience and community hub. "BUN" represents high-quality, handcrafted burgers made from top-tier ingredients, while "Co." reflects a space where people connect and share meaningful moments. Targeting urban professionals who value both taste and atmosphere, the brand combines premium ingredients with a trendy, photogenic environment - differentiating itself from generic fast-food chains through quality and community-driven experiences.



# BRAND EVALUATION OPPO

This Brand Evaluation project examined OPPO's position in the market beyond its strong technology and celebrity endorsements. Although brand awareness is high, in-depth interviews showed that many consumers lack direct product experience, which limits stronger brand connection and attachment. The key strategic recommendation was to refine OPPO's brand communication by leveraging experiential marketing strategies. Through festival sponsorships, campus pop-up stores, sports collaborations, and creative contests, the brand can shift from passive awareness to immersive product experience - ultimately strengthening brand identity and emotional connection among young consumers.

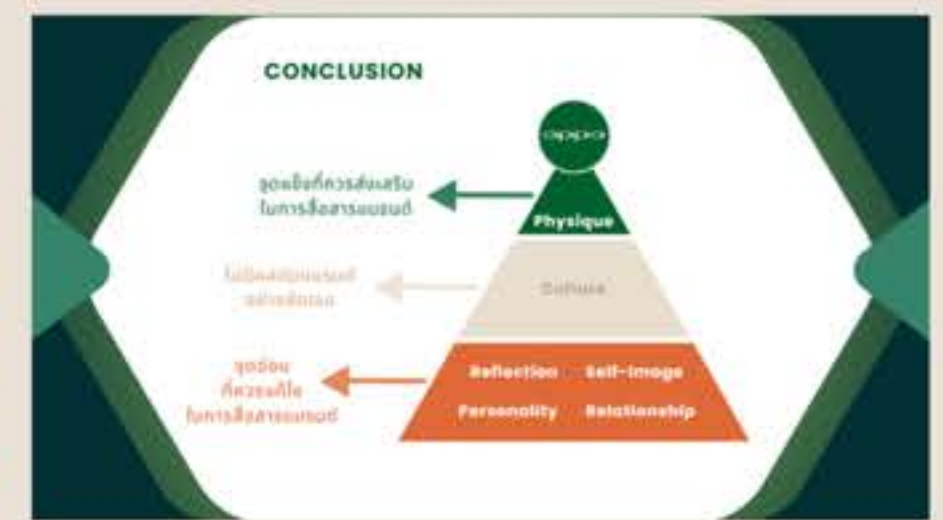
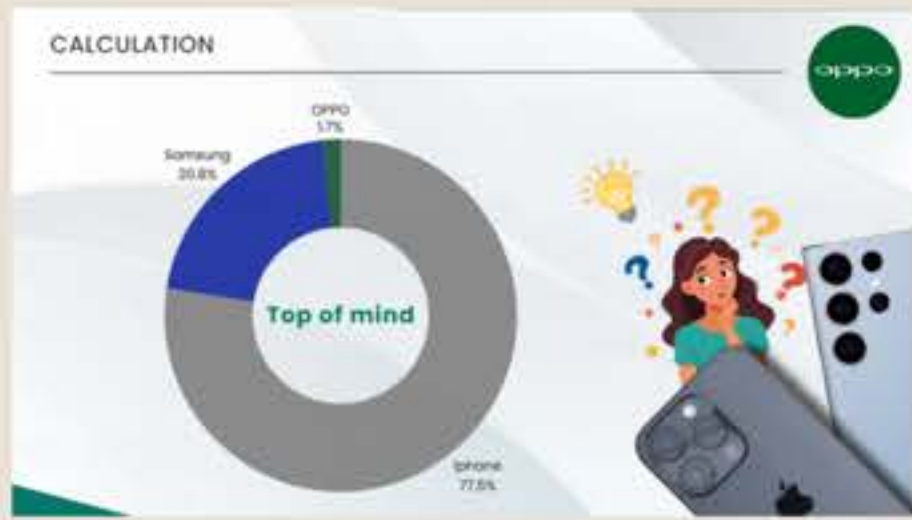


ยอดขายสูงสุดในประเทศไทยปี 2024

กลยุทธ์และการสื่อสารการตลาดแบบ omnichannel มีประสิทธิภาพแค่ไหน?

สามารถเข้าถึงกลุ่มเป้าหมายที่ต่างไปได้อย่างครอบคลุมหรือไม่?

อะไรคืออุปสรรคที่แบรนด์กำลังเผชิญ?



### Brand strategy

Re - Brand Communication

Functional Experience

### Brand strategy

แนวทาง Re-brand communication (Brand identity)

- Physical features: Core benefits & Potential product benefits, Generic product benefits, Expected product benefits.
- Personality: Brand's character, Brand's values, Brand's culture.
- Culture: Brand's culture, Brand's values, Brand's character.
- Relationship: Brand's relationship with consumers, Brand's relationship with competitors.
- Reflector: Brand's relationship with consumers, Brand's relationship with competitors.
- Self-image: Brand's relationship with consumers, Brand's relationship with competitors.

### BRAND STRATEGY

Suggested Tactic

experience

EVENT AND FESTIVAL

- Sponsor in S20 Songkran, Music Festival and Siam Songkran
- Collaborate in Sports Festival
- Create Graduation Campaign

IT SPECIALIST

- Sponsorship in IT event to elevate leadership in technology and smartphone
- Lead in panel IT seminar to encourage inclusive target

### OOH & SOCIAL MEDIA

EVENT & FESTIVAL

IT SPECIALIST

# REPUTATION MANAGEMENT - REBRAND : SHEIN

**Trendy Looks, Thoughtful Choices** repositions the brand as fashion that is both instant and intentional - delivering trend-driven styles while embracing environmental responsibility. Through **"SHEIN - Less but Better"** a 100% natural fiber biodegradable collection, and **"RE. SHEIN - Wear the Change"** promoting reduce, reuse, and recycle practices, the brand evolves toward fashion that not only keeps up with trends, but also cares for the planet and society.



### TARGET GROUP INSIGHT

**WE BUY BUT WE DON'T LOVE THE BRAND** SHEIN

**Bookham (30 B)**  
★★★★  
"ผมชอบซื้อเสื้อผ้าที่ราคาถูก แต่พอใส่แล้วมันไม่สบายเลย และกลิ่นก็เหม็นๆ"

**Yves (30 B)**  
★★★★  
"เสื้อผ้า SHEIN ราคาถูกแต่คุณภาพไม่ค่อยดีเท่าไหร่ และสีก็จางเร็ว"

**Tanya (30 B)**  
★★★★  
"ผมชอบซื้อเสื้อผ้าที่ราคาถูก แต่พอใส่แล้วมันไม่สบายเลย และกลิ่นก็เหม็นๆ"

WWW.SHEIN.COM

### BRAND PURPOSE

**"TO MAKE FASHION ACCESSIBLE AND FAST WHERE TREND MEETS RESPONSIBILITY"**

ทำให้แฟชั่นกลายเป็นสิ่งที่ทุกคนเข้าถึงได้อย่างรวดเร็ว  
กับดีไซน์ที่ทันสมัย และใส่ใจสิ่งแวดล้อม

### TAGLINE

**FAST FASHION, THOUGHTFULLY MADE**  
แฟชั่นที่ทันใจ และใส่ใจโลก

### SLOGAN

**TRENDY LOOKS, THOUGHTFUL CHOICES**  
แฟชั่นทันสมัย ที่มาพร้อมความใส่ใจในทุกการเลือก

### CAMPAIGN

**แคมเปญ "SHEIN - LESS BUT BETTER"**

**COLLECTION เสื้อผ้าที่ทำจากเส้นใยธรรมชาติ 100% ด้วยกรรมวิธีที่เป็นมิตรต่อสิ่งแวดล้อม และดีต่อสุขภาพของคุณ**

**LESS, BUT BETTER**

From Nature to You  
Crafted from 100% natural fibers - ideal for everyday life.

SHEIN - LESS BUT BETTER

### CAMPAIGN

**แคมเปญ "RE. SHEIN - WARE THE CHANGE"**

**REDUCE REUSE RECYCLE**

**Give Clothes a Second Life**

RECYCLE & REPURPOSE

**REDUCE · REUSE · RECYCLE**

**Give Clothes a Second Life**

**LESS, BUT BETTER**  
100% NATURAL FIBERS

**SHEIN DONATE CLOTHES HERE**

### NEW LOGO

**SHEIN**

• "ฟอนต์" ต้องสอดคล้องกับคอนเซ็ปต์ มีพื้นที่ FONT ชัดเจน โดยไม่พาดซ้อนบนโลโก้ เพื่อความโดดเด่นไม่ซ้ำกัน  
• "สี" สีหลักของ LOGO จาก สีดำ -> เป็นสีเขียว

### CORRECT USAGE

**CONSISTENCY**

**SHEIN**

SHEIN SHEIN SHEIN SHEIN

### MISUSE EXAMPLE

**CONSISTENCY**

**SHEIN SHEIN SHEIN**

**SHEIN SHEIN**

### MOCK UP WITH PRODUCTS

**SHEIN**

**SHEIN**

**SHEIN**

# DATA STUDIES FOR JOURNALISM AND INFORMATION

In the Data Studies for Journalism and Information course, this project used Mandala AI to analyze social media insights surrounding the controversy over expensive concert tickets in Thailand. The study explored what “value” truly means for Thai consumers by comparing major concerts in terms of pricing, on-site experience, benefits, and social voice. Findings revealed that perceived value goes beyond the artist’s image - it includes organizer credibility, operational transparency, and overall event experience. When audiences feel that organizers are attentive, fair, and deliver high-quality experiences, willingness to pay increases. The key takeaway: **“Value is not in the price, but in the experience.”**

