

# PARAMEJ TOSUKSRI

DIGITAL MARKETER

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SUKHUMVIT 71, KLONG TON NUA, WATTANA

BANGKOK, THAILAND 10110

## EDUCATION

### Mahidol University International College - April 2005

Salaya, Nakorn Pathom  
Computer Science

### Ekamai International School - June 1999

Ekamai, Bangkok  
High School Diploma

## SKILLS

Digital Advertising	● ● ● ● ●
Google Analytics	● ● ● ● ●
MS Excel	● ● ● ● ●
MS Powerpoint	● ● ● ● ●
MS Word	● ● ● ● ●
Photoshop	● ● ● ● ●

## EXPERIENCE

### Blizzard Entertainment

November 2017 - Present

Blizzard Entertainment® is a premier developer and publisher of entertainment software. After establishing the Blizzard Entertainment label in 1994, the company quickly became one of the most popular and well-respected makers of computer games.

Latest Position: Program Manager

- In charge of B2B/B2C marketing and acquisition of Blizzard's internet cafe program within Thailand
- Run community events/tournaments within the country at Blizzard Cafe partner venues
- Create and distribute updated POSM materials to Blizzard Cafe partners
- Manage the overall sales and marketing budget for the whole program

### Marketing Consultant (Freelance)

August 2016 - Present

- Set-up Digital Marketing Campaigns, Social Media Management and Operations for various companies in numerous fields from start to finish
- Advise and implement new strategies for clients to grow business more data-oriented

## EXPERIENCE (CONT)

### **Mcfiva Thailand Co. Ltd**

**June 2016 – August 2016**

A leading Full-Service Digital Agency with a mission to deliver Result-Oriented Interactive Marketing Solutions tailored to each client's business and communication goals.

Latest Position: Digital Delivery Director

- Head of the Production team (Creative Team (8) / Graphics Team (4) / Programming Team (3) / Project Management Team (2) )
- Implement a system to find transparency in efficiency for the production team calculated in man hours, costs and overall performance for both the team as a whole and as individuals.
- Create new processes and introduce new technologies to improve standards of work efficiency of the production team.
- Reports to the Managing Director

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### **Hooq Thailand**

**September 2015 – May 2016**

A Regional Video on Demand Mobile Application Join-venture Startup between Singtel, Sony Pictures Television and Warner Bros. Entertainment.

Latest Position: Digital Marketing Manager/Business Intelligence

- Coordinate with our partner AIS to integrate with their programs, applications as well as marketing and product needs
- Create and maintain a CLM lifecycle campaign for new subscribers and find new ways to engage customers and increase retention
- Analyze all data regarding the business in Thailand and develop new strategies to increase acquisition in different segments
- Reports to Country Director

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### **Asiasoft Corporation PLC**

**January 2014 – August 2015**

A leading online game operator in Southeast Asia dominating market share in Thailand, Singapore and Malaysia and convening Vietnam, Indonesia and Philippines.

<http://www.asiasoft.co.th/>

Latest Position: Assistant Marketing Manager

- Manage the Blizzard portfolio, both regional and domestic
- Frequent communications with overseas developers and publishers within SEA (Singapore, Philippines and Malaysia)
- Provide direction for domestic and regional events. Strategies/Optimize promotions. Analyze key metrics and tweak them for improved performance
- In charge of Traditional/Digital Marketing: Magazines, Google Ads, Facebook Ads, Youtube Ads, etc
- Lead a young team of 10 people to fulfill a common goal
- Reports to Deputy Managing Director

## EXPERIENCE (CONT)

### **Ask Me Co. Ltd.,**

**July 2011 - December 2013**

Event Organizer, Web/Print Design, Website/Mobile Application Development  
<http://www.lunlaa.com/>

Latest Position: Project Manager

- Co-creator and head of the development and planning of Lunlaa.com website and mobile application for the iOS and Android platforms.
  - Head of Marketing for the Lunlaa.com project
  - Head of Event management from setup to sequences for all events of the company.
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### **GT Cars Co. Ltd.**

**September 2008 - May 2011**

Luxury Supercar Showroom  
<http://www.gtcarslimited.com/>

Latest Position: Showroom Manager

- In charge of all marketing, after sales services and support for the company
  - Creation of retention/retaining mechanisms
  - Create advertisements, artworks, for different publications and events
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### **Everest World Company Limited**

**May 2005 - August 2008**

Distributor of high-end watches, clothing, and leather goods.  
<http://www.everestasia.com/>

Latest Position: Brand Manager

- In charge of marketing and PR plans for each product
- In charge of purchasing new products and aftersales services
- Reports directly to the Managing Director.