

Soothawee Rermruk

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Professional Summary

Experienced professional in online marketing including Visual Content, Social Media, SEO, SEM and Email Marketing. Able to prioritize and manage multiple projects in a limited amount of time. Adapt easily to new rules, regulations, responsibilities, and cultures. Experienced working and managing teams internationally. Ability to work with people of diverse backgrounds.

Skills

- Project Management
 - CMS (Wordpress & Drupal)
 - Visual Marketing
 - Influencer Marketing
 - Social Media Marketing
 - Content and Email Marketing
 - SEO & SEM
 - HTML5 & CSS3
 - Photography
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Experience

Soothawee.com

February 2014 – Present

Washington, DC

Online Marketer, Web Developer, and Editor for [cute4kind.org](#), [thecowcat.com](#), [lovethaimaak.com](#); [usfooters.com](#)

- Developing websites and online strategies for projects.
- Strategizing and planning various types of content for SEO purpose.
- Working with Influencers to create a bigger impact to the world.
- Producing content and media (articles, photos, videos, blogs).
- Promoting various types of content through Websites, Social Media Channels and Email Marketing.

Turner Safety

May 2015 – June 2016

San Leandro, CA

IT

- Developed web functions and content.
- Created photos & graphics for online marketing purpose and class materials.
- Promoted products using email marketing, search engine marketing.
- Analyzed and improved Google Adwords ad and keyword performances.
- Created and managed online training platform for train at home students.

iMoney Group

June 2013 – January 2014

Kuala Lumpur, Malaysia

Country Manager

- Promoted to Project Manager after four months to build and manage the iMoney platform for Thailand. iMoney is a financial services startup based in Malaysia and is South East Asia's largest financial services comparison service, helping users make comparisons between loans, credit cards, savings, and other banking services.
- Managed a team of people in both Thailand and Malaysia to develop the iMoney platform for Thailand.
- Managed and improve website performance by merchandising online financial products.
- Created, managed, and marketed financial product pages from financial partners in South East Asian market.
- Managed social media channels.

Online Marketing Manager

- Promoted the website using SEO, content marketing, social media, and online analytical techniques.
- Marketed the website by organizing local events to bring awareness to iMoney.

Padi.com

June 2008 – December 2013

Thailand

Open Water Scuba Instructor (Freelance)

- Taught diving programs from beginners to professional level divers.

Reefcheck.org

June 2008 – December 2013

Thailand

Reef Check Trainer (Freelance)

- Taught experienced divers how to do research under water.

City College of San Francisco

August 2010- December 2012

San Francisco, CA

Biology Laboratory Assistant

- Prepared media, samples, chemical and stock materials for all biology classes at the college.

Pro Language School

January 2009 – December 2009

Bangkok, Thailand

Thai Language Instructor

- Taught Thai language to foreign students from the United States, England, Australia, Japan, and others.
- Created unique lessons to make learning fun while helping student master the Thai language.

Education

City College of San Francisco

August 2010 – December 2012

San Francisco, CA

- Certificate of Travel and Tourism
- Certificate of Travel and Tourism Management
- Certificate of Destination Specialist
- Certificate of Green and Sustainable Travel

University of California, Berkeley Ext.

April 2011 – August 2012

Berkeley, CA

- Professional Certificate of Marketing

Chulalongkorn University

June 2004 – March 2008

Bangkok, Thailand

- Bachelor of Science in Marine Biology

Computer and Other Skills

- Content Management System (Wordpress&Drupal), HTML5 & CSS3, JavaScript&jQuery (beginner), Online Analytic Tools, Social Media Monitoring Tools, Email Marketing Tools, Creative Suite (Photoshop, Illustrator, Adobe Premiere Pro, After Effects, LightRoom), Microsoft Office Package.
- Photography
- English Language (Fluent); Thai (Native); Lao (Speaking)
- Scuba diving (PADI Open Water Scuba Instructor)
- CPR/First Aid Certificate
- Certification of cocktail preparation, customer service, Bar and Beverage operations from the San Francisco School of Bartending.