

Mr. Soothawee Rermruk

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New York, NY

Professional Summary

Experienced professional in partner marketing & online marketing. Able to prioritize and manage multiple projects in a limited amount of time. Adapt easily to new rules, regulations, cultures, and responsibilities. Experienced working and managing teams internationally. Ability to efficiently work with people of diverse backgrounds.

Skills

Project Management	Online Marketing	Partner Marketing
Social Media Marketing	Influencer Marketing	Email Marketing
Content Strategy	CMS (Wordpress & Drupal)	HTML & CSS
Search Engine Optimization (SEO)	Photography & Videography	Video Editing

Experience

Marketing Executive (Digital Marketing & Partner Marketing)
Tourism Authority of Thailand - New York Office (thailandinsider.com)
New York, NY – July 2019 – Present

- Overseeing digital marketing strategy and plans to elevate Amazing Thailand's brand in the US and Canada
- Managing and expanding brand partnership to attract both new and repeat visitors to Thailand
- Creating and developing marketing campaigns focusing on Millennials and Gen Z in North America market
- Improving and creating content marketing strategy and SEO for ThailandInsider.com and its online platforms
- Producing and editing online content that resonate with the audience and align with Thailand's goals
- Strategizing and executing online marketing plans to support other marketing, sell, and partnership campaigns for both B2C and B2B
- Creating and managing media and influencer trips to create impactful content that makes Thailand stand out of its competitors.

Owner/Online Marketer/Web Developer

Cat Sitter DC (catsitterdc.com)

Washington, DC – November 2016 – Present

- Developing, optimizing & promoting the website
- Strategizing content for SEO purpose
- Running, Testing, Optimizing Adwords Campaigns
- Streamlining workflow and Online Payment
- Targeting clients in the service areas for the most efficient time for cat sitters

IT & Online Marketer

Turner Safety (turnerrisk.com)

San Leandro, CA – May 2015 – June 2016

- 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

Thailand Country Manager/Online Marketing Manager

iMoney Group (imoney-group.com)

Kuala Lumpur, Malaysia – June 2013 – January 2014

- 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 improved website performance by merchandising online financial products
- Created, managed, and marketed financial product pages from financial partners in South East Asian market
- 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
- Managed social media channels

Biology Laboratory Assistant

City College of San Francisco

San Francisco, CA – August 2010 – December 2012

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

Thai Language Instructor

Pro Language School

Bangkok, Thailand – January 2009 – December 2009

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

Education

Chulalongkorn University

Bangkok, Thailand – June 2004 - March 2008

- Bachelor of Science in Marine Biology

University of California, Berkeley Extension

Berkeley, CA – April 2011 - August 2012

- Professional Certificate of Marketing

City College of San Francisco

San Francisco, CA – August 2010 - December 2012

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

Computer & Other Skills

- Google Analytics, Google Search Console, Google Adwords, Content Management System (Wordpress & Drupal), Social Media Marketing, HTML5 & CSS3, JavaScript (beginner), Email Marketing Tools (Mailchimp & Constant Contact), Adobe Creative Suite (Photoshop, Illustrator, Adobe Premiere Pro, After Effects, LightRoom), Microsoft Office Package, Photo Editing (Photoshop, LightRoom & Affinity Photo) & Video Editing (Final Cut Pro, Adobe Premiere Pro, Adobe After Effects & LumaFusion)
- English Language (Fluent); Thai (Native); Lao (Speaking)
- CPR/First Aid Certificate
- Scuba diving (PADI Open Water Scuba Instructor)
- Certification of cocktail preparation, customer service, bar and beverage operations from the San Francisco School of Bartending