Phakphum Thirasakdi

Digital Project Manager, Automotive Retail
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EDUCATION

B.B.A. Management Information Systems, Thammasat University, 2016

CERTIFICATES

PMP (Project Management Institute), earned May 2025, valid until May 2028

LANGUAGES

Thai (native) · English: TOEIC 845 (2024)

WORK ARRANGEMENT

Happy to work from the Bangkok office.

Generated for the DTX AI Buildathon. Not a real person.

Summary

Digital project manager with 9 years of project management experience, first at a digital agency and now with a car distributor. My strength is getting dealers, sales teams and IT to agree on one way of working before anything is built.

Experience

Digital Project Manager Rungkasem Motors Co., Ltd. Sep 2020 – Present

- Led the Salesforce CRM rollout end to end to 64 dealers.
- Owned the project budget of THB 18 million across licences, integration and first-year support.
- Run a team of 7: two business analysts, a solution architect, a QA lead and three dealer coordinators.
- Now delivering online test-drive booking and service reminders on the same platform.

Project Manager Ardent Loop Digital Co., Ltd. Jan 2017 – Aug 2020

- Managed 15 website and mobile app projects for clients in retail, insurance and property, each three to nine months long.
- Wrote proposals, scopes and project plans, and ran weekly status meetings with clients.
- Introduced a sprint review format that cut late change requests by about a third.