Anucha Rattanaphithak

E-commerce Project Manager

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SUMMARY

Project manager with 8 years of project management experience in e-commerce and digital agency work. I take online sales projects from the first vendor pitch to launch day, and I stay close to the marketing and warehouse teams who live with the result.

EXPERIENCE

Project Manager *Malaithip Cosmetics Co., Ltd.* Nov 2019 – Present

- Led the e-commerce platform rollout end to end, from vendor choice to launch, moving the brand's online store to Shopify Plus.
- Led a team of developers, designers and content staff through the build, testing and the first peak season.
- Connected the online store to warehouse stock and the LINE Official Account, so orders and stock levels update automatically.
- Run the monthly campaign releases with marketing, including the 11.11 and 12.12 sale pages, product bundles and member pricing.

Project Manager *Ardent Loop Digital Co., Ltd.* Jan 2018 – Oct 2019

- Managed website and online shop projects for clients in fashion, food and beauty.
- Prepared scopes, timelines and weekly status reports, and agreed scope changes with clients before work started.
- Coordinated designers, developers and testers across several projects at a time.

EDUCATION

B.Sc. Information Technology, King Mongkut's Institute of Technology Ladkrabang, 2017

LANGUAGES

Thai (native)

WORK ARRANGEMENT

Can work at the Bangkok office.

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