Prasert Lohawanich

Marketing Project Manager

Bangkok · prasert.lohawanich@example.com

SUMMARY

Marketing project manager with 7 years of project management experience in retail. I turn campaign ideas into plans that 38 stores can actually carry out, on time and on budget. I now want to bring my planning and people skills to a company-wide transformation.

EXPERIENCE

Marketing Project Manager Tamarind Row Retail Co., Ltd. Apr 2019 – Present

- Plan and run 25–30 marketing projects a year, including seasonal campaigns, new store openings and the private-label brand refresh.
- Owned the project budget of THB 8 million for the private-label brand refresh across 600 products and all stores.
- Led change management and training for store managers when the new promotion planning process was introduced in all 38 stores: 12 workshops, a playbook and a monthly feedback call.
- Lead a team of 5 marketing coordinators and manage 3 creative agencies.

Brand Executive Malaithip Cosmetics Co., Ltd. Jun 2016 – Mar 2019

- Handled launch plans, packaging updates and promotions for two skincare brands with modern-trade partners.
- Tracked brand spending against plan and prepared monthly sales and brand reports for the marketing manager.
- Organised product sampling events in 40 department stores.

EDUCATION

B.B.A. Marketing, Assumption University, 2016

LANGUAGES

Thai (native) · English: business level

WORK ARRANGEMENT

Able to work at the Bangkok office.

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