



GUN CHAWAPOL FAHUMNUAYPHOL

Digital Marketing Lecturer | Ex-Lazada | Top 5 Bestseller Book

SUMMARY:

- Won Outstanding 2023 Teaching Performance from the Dean at College of Management, Mahidol University
- Over 15 years' experience managing cross-functional teams in E-commerce, Digital Marketing and Startup
- Strategized and Implemented New E-commerce Initiatives for Peppermint Field, Burger King and Lazada
- Provided Digital Marketing & CRM Consultation to AIS, K-Bank, M150, Nescafe, TMB & 6ty Degrees Mineral Water
- Executed eCommerce & Digital Marketing on various platforms: Lazada, Shopee, Application, Facebook, Google, Instagram, Line, Tiktok, YouTube, and Brand.com (WooCommerce, Magento, and Salesforce)

E-commerce & Digital Marketing Achievement

- Accomplished a 14MB online revenue within 2 months of launching the new product, 6ty degrees mineral water
- Achieved 10x Revenue: Hitting Sales of 1 million THB in a day by organizing Mega-Sale-Day for Enfagrow (Infant Milk)
- Utilized Big Data technology for retention marketing and reduced customer retention cost for Krungsri Bank by 70%
- Localized E-commerce Product & Content module of new Lazada seller platform at Alibaba Headquarters (China)

Publications & Media

- 'Technique of Bestselling Shops on Lazada and Shopee' Book (Jan 2023): 4th Thailand Bestseller Book for 6 months
- 'Meet an Expert: 2023 Marketplace Strategy' Facebook Live and YouTube Interview: Shopee University Official Channel
- 'How to Gain Online Sales facing high advertising expense' at Thai National Book Fair (Mar 2023)

PROFESSIONAL EXPERIENCE:

Jan 2024 – Current

College of Management, Mahidol University
CMMU

Digital Marketing Lecturer (Part-time)

- Teach 'Digital Marketing' Course for Master's degree students mainly on International Program
- Topics include: Google SEO & SEM, Facebook, Instagram, TikTok, Twitter, Google Trends, Ubersuggest, Semrush, CRM & Loyalty Program, Lazada, Shopee, Amazon, Digital Marketing Strategy and Content Marketing

Jun 2023 – Dec 2023

Rare Beverage
6ty Degrees Mineral Water

Digital Marketing Manager

- Develop a three-year digital strategy for 6ty degrees mineral water, enhancing brand visibility and growth
- Create a user-friendly marketing website using Webflow, highlighting the unique qualities of our mineral water
- Lead the development of an online platform for selling mineral water through Line official accounts and brand.com, utilizing Salesforce Commerce and Stripe for payments
- Set up and actively manage all corporate social media and online tool accounts, including Google Analytics, Youtube, Facebook, Instagram, Tiktok, Twitter, Bit.ly, QR codes, Linktree, as well as Line Official Accounts with the goal of increasing awareness and improving digital marketing performance

Mar 2022 – May 2023

Bertram 1958
Siangpure, Peppermint Field, Sabai Arom

eCommerce Manager

- Drove eCommerce revenue growth of Siangpure, Peppermint Field, and Sabai Arom products on Shopee, Lazada, Facebook, Line Official Account, and brand.com websites

- Planned and executed overall company e-commerce strategy for both domestic and international markets
- Managed P&L to achieve target net income with healthy EBIT Margin, % Marketing to Sales, and Return on Ad Spend
- Initiated a new B2B business unit to activate and create Offline-to-Online seamless customer journey from on-field sales to online e-commerce sales

Achievement

- Increased overall YOY revenue 108% from all ecommerce channels in 2022
- Delivered brand's all-time highest monthly sales by delivering 45% Sales growth in the 3rd month joining the company
- Grew 150% YOY Revenue of recently-acquired Sabai Arom essential oil and personal care brand in 2022

Mar 2020 – Feb 2022

Self-Employed

eCommerce & Digital Marketing Manager

- Jet Commerce: Promoted integrated selling online platform (UPFOS) via Content & Facebook Ad to Lazada, Shopee, and JD Central sellers and reviewed its feature to improve product competitiveness in Thai market
- HAPNES Cordyceps: Delivered 200% YOY Sales Increase – making over 10M THB on Lazada & Shopee platform
- DEOMATE Shower Gel: Planned annual digital marketing strategy along marketing funnels (awareness, consideration, interest, purchase, retention) including tactics for Marketplace, Key Opinion Leader (KOL), and Tiktok Marketing
- Coached and taught SMEs on marketing fundamentals: Facebook, Customer Experience, and Partner Marketing

Feb 2019 – Feb 2020

Buzzebees

No. 1 CRM & Privilege Solution

Manager – Digital Marketing Strategies & Activation

- Managed team of 5 digital marketers to coordinate comprehensive marketing plan and activities across Application, Facebook Page & Advertising, Line Official Account (OA), and Line Business Connect & CRM (BCRM)
- Developed digital marketing strategy and led execution for key accounts e.g. AIS, Burger King, K-Bank, Krungsri Bank, Mead Johnson, M150, Nescafe, and Samsung
- Drove sales and managed operation of Samsung's Galaxy Rewards App (14M Downloads) & WhatSales (240K Likes)
- Initiated and Executed B2C Customer Retention Strategies & CRM for clients by utilizing:
 - Privilege Program (point system)
 - Big Data (Segment customer by behavior, interest, and buying pattern to drive revenue and retain customers)
 - Other activities (Facebook Ad & Live, Influencer Marketing, Lucky Draw, and Online Games)

Jul 2017 – Jan 2019

Touchcore

Digital Marketing Consultation & AI Chatbot Startup

Co-founder

- Planned and executed content & social media marketing strategy for social media having 2.5 million followers: Eat Drink Travel: EDT guide (2M) & Horoworld (420K), improved engagement by 30%, and improved revenue by 20%
- Introduced e-commerce to big social media channels, and achieved 200% monthly profit of 200K THB
- Launched OneChat – AI chatbot for online sellers (1 million replies daily, 1500+ customers, 15% MOM revenue growth)

Jan 2016 – Jun 2017

Lazada

No.1 E-Commerce Platform in SE Asia under Alibaba Group

Head of Content & Production

- Coached and led team of 45+ content marketers to deliver ambitious revenue & conversion target by A/B testing, better customer reviews system, content & design improvement, and SEO optimization
- Set new product content standard for Lazada retail products to compete against local e-commerce competitors such as Shopee, JD Central, and WeMall and improved conversion by 50% compared to previous content standard
- Tracked and improved content quality check productivity by 300% using keyword and photo screening automation to accommodate 1 million new product creation every week, reducing 9.6 million THB manpower cost per year

Sep 2015 – Dec 2015

Krungthai-AXA Life Insurance

Leading Life Insurance Company

Assistant Vice President – Head of Corporate and Internal Communications

- Managed PR & Media Relations activities (including press release, interview script, and press conference, brand videos led by AXA French team from HQ) and worked closely with branding team to ensure consistent message through all paid media, sponsorship, and ad including TV Program on Workpoint Channel & Thairath TV

June 2014 – June 2015

Maybank Kimeng
No.1 Stock Brokerage Firm

Assistant Vice President – Head of Marketing, Communication, and Events

- Managed 14 million THB budget for Marketing, PR, and Event to acquire new customers and promote new service
- Planned marketing campaign and produced advertising and marketing materials for both online and offline channels
- Reduced customer acquisition cost of event marketing by 50% - utilizing popcorn, walkable robots, and models to promote robotic trading

May 2013 – Jun 2014

TMB Asset Management
Leading Asset Management Company

Senior Assistant Manager – Brand Management & Marketing Comm.

- Copywrote press release, online & print ad in both TH & EN to promote both new and existing mutual funds
- Prepared presentation slides for weekly CEO program on TV channels (e.g. Channel 5 and TNN Live)

Mar 2010 – May 2013

AGODA
No.1 Online Hotel Reservation Website in Asia

Personal Assistant to Founder & Assistant Account Manager

- Achieved 150% annual revenue growth for Hilton hotel chain, the highest among all chains listed on Agoda
- Provided online marketing analysis to chains and area managers to maximize revenue on a weekly & monthly basis
- Organized & compiled strategic high-level meetings: management meeting and quarterly business review (QBR)

Jan 2009 – Dec 2009

ALL EVENTS GROUP
B2B Information & Media Company / based-in Singapore

Conference Executive

- Managed budget, timeframe, and cross-functional team to maximize profitability of conference projects in Asia
- Gathered information from clients/industries and organized conferences to meet business needs and objectives

Jun 2007 – Sep 2007

World Bank
International Financial Institution

Consultant - External Affairs Department

- Founded youth engagement initiative for the Bank for youth to take more pro-active role in their social development
- Formulated the consultation proposal for World Development Report 2007 & affiliated with other development agencies

EDUCATION: _____

Jun 2008	'Focus on Management' Course at Bloomberg / London / England Course included Strategy, Brand, and Marketing: Won 1 st prize for Marketing Campaign Competition
2007-2008	Master of Science: Development and Planning / University College London (UCL) / England Macro Economics & Global Political Economy: Dissertation on 'Social marketing campaign in the UK'
2004-2005	Student Exchange Program / Osaka University / Japan Awarded 100% JASSO Japanese Government Scholarship
2001-2006	Bachelor of Arts: Economics / Chulalongkorn University / Thailand Awarded Siemens Scholarship, GPA: 3.47, 2 nd Class Honors

EXTRACURRICULAR ACTIVITIES: _____

Startup Awards

- Co-founded startup and won 1st Prize for Spark Accelerator Program (2nd), organized by National Innovation Agency
- Won 2nd prize for Thai Startup 2018 competition, organized by Ministry of Science and Technology, Thailand

Digital Marketing & E-commerce Training Course

- 'Create Tiktok Ads as a Pro' Online Course: Tiktok Ads Academy
- 'Advanced Facebook Marketing Technique' Training: Daniel King (Head of Strategy & Media Planning, Meta Australia)

Language: Thai (Native) / English (Professional)