

Ploypan Preechajarn

Marketing Executive | B2B Marketing | Marketing Operations

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Profile

Results-driven Marketing Executive with a proven track record of building B2B channels from scratch, optimizing Facebook Ads performance, and leading multi-channel campaigns in the wellness sector. Expert in leveraging data analytics, omni-channel CRMs, and AI productivity tools (ChatGPT, Gemini, Codex) to streamline workflows, improve conversion, and drive growth.

Core Skills

- **Marketing, Growth & Planning:** Strategic Planning (MOAT, Monthly/Yearly Plans), B2B & Partnership Marketing, Lead Generation, Paid Social (Facebook Ads), Influencer Coordination, Local SEO (Google Business Profile), E-commerce Management (GoWabi, Klook)
- **Operations & Analytics:** Performance Marketing Analysis, KPI & Lead Quality Tracking, CRM & Omni-channel Chat Workflow, Process Optimization, Competitor Research
- **Tools & Technologies:** Google Sheets / MS Excel, Canva, Plus-Connect CRM, LINE OA, Google Business Profile, Facebook Ads Manager, AI Tools (ChatGPT, Gemini, Codex)

Experience

Marketing Executive

Project H Group Co., Ltd.

Bangkok, Thailand

Jul 2024 – Feb 2026

- Pioneered B2B marketing from scratch; built lead databases, pricing structures, and sales decks to establish corporate partnerships, voucher sales, and team activities (generating 30K–50K THB per event).
- Introduced a purchase-based Facebook Ads audience strategy utilizing payment data, boosting lead quality and enabling the company to hit consecutive sales targets (1.7M THB/month).
- Implemented and managed Plus-Connect omni-channel CRM, centralizing inquiries across Facebook, LINE, and Instagram to reduce lead leakage and improve sales response efficiency by 40%–50%.
- Developed B2B/B2C daily performance dashboards; utilized ChatGPT/Codex to write automated Google Apps Scripts syncing lead acquisition, trial-to-purchase conversion, and campaign KPIs.
- Managed GoWabi and Klook e-commerce channels (product setup, pricing, monthly reconciliation) and drove local SEO via Google Business Profile review incentives to bolster trust.
- Designed workflow requirements and UX/UI wireframe concepts for a custom internal booking, CRM, and wellness-tracking system with 11 core modules to replace manual tracking.
- Conducted competitor and market research to support branch acquisition and expansion strategies, leading to planning for a third location.

Sea Freight Officer

Dynamic Intertransport Co., Ltd. / CP Group

Bangkok, Thailand

Jul 2022 – May 2024

- Served as the primary B2B coordinator handling customer bookings, invoicing, shipping logistics, and multi-stakeholder issue resolution.
- Managed export documentation and operational workflows within strict deadlines, ensuring regulatory compliance and seamless service delivery.

Education

Bachelor of Business Administration, International Business

Kasetsart University, Faculty of Management Sciences

GPA 3.74/4.00 | First Class Honors

2018 – 2022

Languages

Thai: Native • English: Good command (KU-EXITE 83/100)

Selected Academic Projects

- **Market Research:** Competitive analysis of Vietnam's vs. Thailand's automotive industries, evaluating market positioning.
- **Marketing Strategy:** Developed international market entry and positioning strategies for Exotic Food Thailand.
- **Visual Design:** Created visual assets and digital collateral for the PIATCHARA Seminar marketing campaign.