

Jitrkarn Sakruengrit

Content Creator, Graphic & Web Designer, Marketer based in Bangkok.

Experienced Marketing Manager with a demonstrated history of working in the staffing and recruiting industry. Skilled in Sales, Marketing Communication, Web development, and Graphic Design.

[LEARN MORE](#)



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Actively looking
for a job



2-weeks
notice



Graphic & WordPress Designer

Freelance Full-time
Jan 2021 - Present

Currently working on 2 projects:

- Creating website, E-Catalog, Facebook Posts for *41 Flowers Bangkok*
- Designing Presentation, Brochure, Business Card, Banner, Letterhead, as well as creating website for >>*Confidential*<<



Marketing Manager

ANCOR THAILAND Full-time
Jan 2020 - Jan 2021

★ Marketing Communication

- Enhancing awareness and a better understanding of company services through all possible marketing communication channels, includes advertising, branding, promotion, and direct marketing.
- Using SWOT Analysis to identify where exactly the company is, to make a strategic plan with a clear marketing purpose.

- Planning annual marketing campaign, budget, and cost control
- Ensuring that all published messages are aligned with corporate identity.

Channels : Facebook Ads/boosting, LINE, Instagram, Mailing (Newsletter & Promotions)

★ Content Creator

- Do the market research on competitors and/or global trends to create the content in various forms to gain more traffics to your platforms, increasing a chance of selling (conversion rate), as well as plan content strategy, content pillars to reflect your brand awareness effectively.

Type of content: articles (copy writing), tie-in content, social media post (Facebook, IG, LinkedIn), infographic, video (YouTube)

Tools : Google Analytics, Google Trends, Mailchimp, Zanroo Search (Social Listening)

★ Graphic Design

- Designing any graphic requests e.g. Banner, Advertisement, Sign, Social Media Post & Cover, Poster, Brochure, Roll-up, Vinyl, Business card, Company logo, Company Presentation, Container, Email signature etc.
- Video editing

Tools : PowerPoint, Photoshop, Illustrator, Adobe XD, Audition, Final Cut Pro, Sony Vegas

★ WordPress & Website Designer

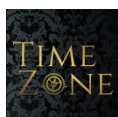
- Design responsive website layout for the best User Interface (Mobile, Laptop, Desktop)
- Create, setup, and launch the website from a start

Tools : Adobe XD, WordPress, Elementor Pro, Divi

★ Admin & IT Support

- Handling with inquiries from company social media, LinkedIn, and email.
- Work as an Office365 administrator: setting up Office365 account, sharepoints, OneDrive, meeting room booking system, email, etc.
- Support IT related functions: computer/laptop setup, Windows installation, errors/malfunction, etc.

Tools : Office365, AnyDesk



Digital Marketing Specialist

Time Zone Co., Ltd. Full-time
Oct 2019 – Dec 2019

★ Marketing

- Working with marketing agency for promoting brand through Facebook and Instagram channels
- Coordinating with worldwide watch brands to ensure that every post published, was aligned with each brand
- Event : coordinating with hotels, restaurants, photographer and videographer to setup events for each brand to drive sale target, generate lead, and build brand awareness.

★ Graphic Design

- Designing any graphic requests e.g. Banner, Sign, Social Media Post & Cover, Poster, Vinyl, Business card, and Company Presentation.
- Video editing

★ Website Development

- Developing existing WIX website in terms of design
- Improving catalog (Website) & inventory system from the backend side (POS - StoreHub)
- Designing temporarily landing page for a special event/ working with agency to implement the website

Tool: WIX, Photoshop, Illustrator, PowerPoint, Final Cut Pro, iMovie

★ Ad-hoc

- Helping CEO to arrange VIP pick-up service, airport transfer, and accommodation
- Coordinating with vendors to setup telephone landline and internet WIFI
- Developing and updating product stock & inventory



ANCOR THAILAND

1 yr 9 mos

Marketing Manager Full-time

Jun 2018 - Oct 2019

IT Recruiter Full-time

Feb 2018 - May 2018

360° Recruitment Consultant.

★ Business Development

- Conducting the market research to find potential client profiles.
- Approaching and selling recruitment solutions to those new prospects.
- Meeting HR/hiring managers for an insight job description & requirement.
- Maintaining a good relationship with existing clients.

★ Career Advisor

- Handling incoming active candidates to help them with finding the right job.
- Sourcing and delivering potential candidate's profiles (after pre-screening process).
- Coordinating between candidates and HR for scheduling an interview, as well as preparing any documents for on-boarding process.





AGODA

10 mos

Talent Acquisition Specialist Full-time

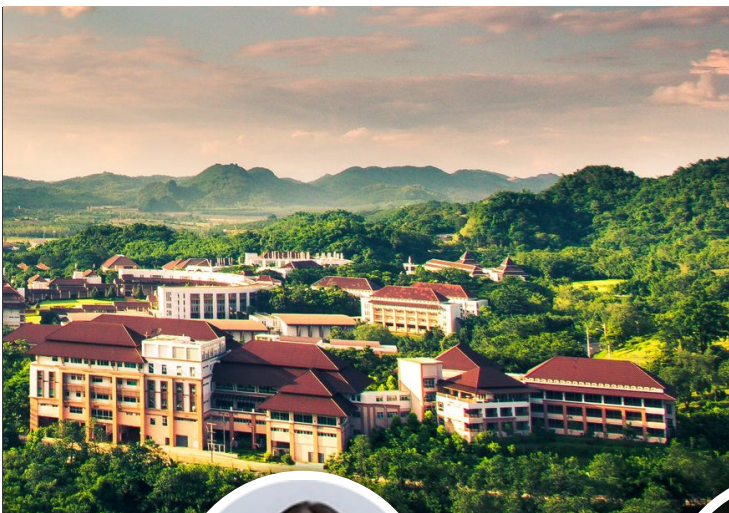
Sep 2017 – Jan 2018

- Executing sourcing strategy for Customer Experience Group (CEG - SEA) and IT positions (worldwide).
- Working closely with Recruitment Team Lead to develop sourcing strategy & process, to ensure that we are in the same direction and will meet KPIs & Agoda's recruiting standard.
- Partner with and support the hiring teams with in innovative talent mapping, building strong prospects and potential candidates pipeline.
- Regularly provide most up-to-date sourcing reports & analysis, insights, and advice for the hiring teams

Recruitment Coordinator Full-time

Apr 2017 – Aug 2017

- Sourcing and increasing potential profiles in the talent pool, based on assigned headcount on a particular role.
- Conducting pre-screening process to ensure that applied candidates meet the standards and requirements.
- Assisting the recruitment team in liaising with candidates/hiring managers and arrange suitable times for an interview.
- Monitoring scheduled interviews for a smooth process, and/or making some amendments if any.



Education

Mae Fah Luang University

Bachelor's degree | Liberal Arts | English major
GPA 3.65 – First Class Honors
2010 – 2013



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MD – Time Zone

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