

# AUR-ANGGOON AIEMPAPHAD

## Digital Marketing Manager

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I am confident in my ability to excel as a **Digital Marketing & Marketing Communication Manager** leveraging 10 years of experience in **digital marketing, brand communication, and PR**. With expertise in **SEO, content marketing, social media, and media relations**, I have successfully driven **30% organic traffic growth** and **25% social engagement increase**. Proficient in **Google Analytics, Facebook Ads, and SEMrush**, I optimize performance through data-driven strategies. My strong leadership in **cross-functional team management and media collaboration** ensures enhanced brand visibility and market impact.

## EDUCATION

- 2014 - 2018 **Master of Arts (Mass Communication Technology)**  
Ramhamheang University, Bangkok, Thailand
- 2010 - 2011 **Graduate of Diploma of Teacher**  
Thepsatri Rajabhat University, Lopburi, Thailand
- 2011 - 2015 **Bachelor of Science (Computer Science)**  
Thepsatri Rajabhat University, Lopburi, Thailand
- 2004 - 2006 **Bachelor of Business (General Management)**  
Thepsatri Rajabhat University, Lopburi, Thailand
- 2001 - 2003 **Associate of Arts (Journalism and Public Relation)**  
Thepsatri Rajabhat University, Lopburi, Thailand

## SKILL

- Digital Marketing Strategy
- Brand Communication
- SEO, Content Marketing
- Social Media Management
- PR Campaigns & Media Relations
- Data-Driven Marketing and Performance Optimization
- Tools: Google Analytics, AdWords, SEMrush, Hootsuite

## EXPERIENCE

- 2021 - Now **Manager, Digital Marketing (Digital Marketing Business) Finansia Syrus Securities PCL.**  
Led digital marketing strategies by analyzing trends, optimizing SEO, and enhancing social media engagement to boost brand visibility. Developed and executed campaigns that increased website traffic and revenue while maintaining a strong brand reputation. Collaborated with design and media teams to create high-quality marketing assets.
- 2020 - 2021 **Digital Marketing, Centasia Co., Ltd.**  
Optimized website SEO, user experience, and conversion rates while executing digital marketing strategies. Analyzed performance metrics to drive improvements and trained teams on KPI evaluation. Enhanced content and monitored analytics to identify growth opportunities.
- 2019 - 2020 **PR & Digital Marketing Supervisor, BrandNow Co., Ltd.**  
Developed and executed PR and digital marketing campaigns across email, print, and online platforms while crafting compelling press releases and media content. Built strong relationships with media outlets, coordinated events, and managed press coverage to enhance brand visibility. Tracked campaign performance, analyzed media impact, and optimized strategies to maximize audience engagement and brand awareness.
- 2015 - 2019 **Senior Media Relations Executive, JC&CO Public Relations Co., Ltd.**  
Managed media relations, monitored press and social media, and coordinated press conferences with key industry sectors. Oversaw office network, web administration, analytics, and SEO.