

SIRIMANAS ASOLE MAUNGROD

ABOUT ME

High-performing Senior Marketing Communications Manager with 15x years of experience in PR and Marketing. A driven and passionate professional who believes that a company's business goals can be achieved with an efficient strategy yet ever-evolving planning and management of people's attitudes and skills. Highly enthusiastic and motivated team player, I understand how important it is to reflect a brand's values, vision, and mission of the companies.

EDUCATION BACKGROUND

May 1995 – May 1999

Bachelor degree - Computer Science • Silpakorn University • Thailand

- Computer programming
- Data analysis
- Database Management

OTHER COURSES or CERTIFICATES

Fundamentals of digital marketing • Google Garage

Translate documents with batch translation • Amazon Translate

Certificate of Digital Marketing for -Hospitality Administration/Management

• Cornell University • USA

PROFESSIONAL EXPERIENCE

Year of experience: 15+ years

Specialization:

- Hospitality Marketing
- Marketing Communications
- Tourism
- Social Media Marketing
- Healthy product social media content

May 2023 - Present

Freelance translator (English-Thai)

- Translator (English – Thai)
- Reviewer (English -Thai)

Recent Projects Involved

- Retail, Marketing, and Training documents (20%)



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imanas/

NATIONALITY

Thai

NATIVE LANGUAGES

Thai

WORKING LANGUAGES

Thai



English



Italian



IT & CAT TOOL SKILLS

COMPUTER LITERACY

Ms. Office, Adobe
Photoshop, Illustrator,
HTML, Google sheets

CAT TOOLS

Phrase, memoQ, XTM,
SmartCAT, Subtitle Studio

SOCIAL MEDIA TOOLS

Social Pilot, Hootsuite,
Canva, Meta Business

SKILLS

Effective Time management
Communications
Content management
Social Media & Digital
Marketing
Teamwork

HOBBIES

Photography
Gym exercises
Travel
Learning, Reading
Cooking and eating

- Meta Facebook Prompt AI (30%)
- IT related, policies (20%)
- General documents (20%)
- Healthy Product: cosmetic (10%)

Other professional experience in translation/localization

- Interpreter for a buyer at CosmoProf CBE ASEAN, Bangkok – SEP2022
- Movies subtitle - Italian Film Festival Bangkok- SEP2020
- Interpreter for delegate at Forever Living Products Global Rally Pattaya – DEC2019
- Translate press releases at ITB ASIA Singapore Travel Trade- October 2018 & October 2019
- Translate social media posts, press releases, marketing promotions for Best Western Hotels & Resorts -Asia

September 2020 – Present

Marketing Content Specialist • Haadtien Beach Resort • Thailand

- Assist in writing, editing, and developing content for the needs of digital campaigns of the resort (English).
- Translating hotel communication materials: Thai to English and English to Thai

July 2020 - Present

Marketing Consultant • Aloe vera.it • Italy

Provide content marketing, email marketing on key social media platforms. Excellent written communication and crafting skills to effectively writing posts that inspire user engagement and drive traffic. Develop the social media strategy and content to showcase products. Managing regular scheduled content and advertising for social media channels of Aloe vera.IT (@CafeAloe vera) using META BUSINESS SUITE

January 2017- June 2020

Regional Senior Marketing Communications Manager • Best Western Hotels & Resorts, Asia • Thailand

Part of the great Best Western Hotels & Resorts-Asia team. Plan and execute PR & marketing initiatives at the corporate level covering more than 50 hotels across South East Asia and Japan. Create marketing partnerships, email, communication and content creation, and other sales & marketing-related activities.

December 2015 – December 2016

Marketing Communications Manager • Holiday Inn Resort Phi Phi Island • Thailand

Responsible marketing communications of the resort. Creates and delivers emails, direct mail, brochures, newsletters, and other publications. Create marketing and promotional materials for social media.

August 2011 – December 2015

PR & Marketing Communications Manager • Regent Phuket Cape Panwa • Thailand

Part of Opening team of this Regent flagship property in Phuket overseas, plan and budget for PR activities, events, programs and initiatives. Organize media familiarization trips and manage public reviews on online channels.

June 2010 - August 2011

Group PR & Marketing Communications Manager • Maikhao Dream Hotels & Resorts Phuket • Thailand

Part of Opening Team, oversaw 2 resorts under Maikhao Dream Group. Overseas PR & Marketing Communications for 2 hotels: Maikhao Dream Villa Resort & Spa, Maikhao, Phuket (Opening Team - 22 pool villas) Maikhao Dream Resort & Spa, Natai, Phang Nga (Opening Team - 56 rooms)

January 2007 – December 2009

Public Relations Manager • Sheraton Hua Hin Resort & Spa • Thailand

Part of the Opening Team, supported the successful launch of this Sheraton Resort in Hua Hin. Responsible for PR activities for the opening of the hotel. Develop public relations activities and was responsible for the production of promotional materials: press kits and arranged press and media coverage.

January 2005 – January 2007

Public Relations Supervisor • Hyatt Regency Hua Hin • Thailand

Supervise and work with team to handle all key marketing, events, advertising, direct marketing, online marketing, events planning & organizing to support the Hotel's Business Objectives.

December 2000 – December 2004

Public Relations Officer • Dusit Thani Hua Hin • Thailand

Coordinates internal activities. Manage hotel photos archive, press releases, and other materials on file for publicity.

REFERENCES

Pornrawin Runkerd

Assistant Director • Modena Development Co.,Ltd (Haadtien beach resort)
management@fynn.co.th

Holman Fong

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