



VIPAWEE KANSUWAN

SENIOR DIGITAL MARKETING EXECUTIVE

PERSONAL PROFILE

Digital marketer experienced in social media management, digital campaign execution, and analytics, with a strong team-player mindset and passion for growth.

EDUCATION

Civil Aviation Training Center

Bachelor's degree in
Air Cargo Management
GPA : 3.19

SKILLS

Hard Skills

- Media Planning & Strategy
- Ads Optimization (TikTok, Meta)
- Photo & Video Editing
(Photoshop, Premiere Pro, Filmora, CapCut)
- Microsoft Office (Advanced)
- Ads Tools: TikTok, Meta, Google Ads

Languages: English & Thai (Excellent)

CONTACT

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WORK EXPERIENCE

Senior Digital Marketing Executive

OTDM DIGITAL MARKETING CO.LTD

JULY 2019 - PRESENT

- Led end-to-end influencer marketing strategies, including KOL sourcing, selection, and campaign execution across Instagram, TikTok, and Facebook
- Built and managed relationships with influencers and media partners to drive high-impact collaborations
- Defined target audiences and managed budget allocation aligned with campaign objectives
- Negotiated pricing and deliverables to maximize cost efficiency and campaign performance
- Managed and optimized paid media campaigns across digital platforms to achieve client KPIs
- Developed influencer briefs and managed campaign execution to ensure media performance met defined KPIs
- Collaborated with cross-functional teams to ensure timely and effective campaign delivery
- Delivered campaign proposals and post-campaign reports with actionable insights

Artist Manager

KAYKAI SALAIDER CHANNEL

OCT 2017 - JUNE 2019

- Manage and develop artists' careers, including branding, positioning, and long-term growth strategy
- Coordinate and oversee schedules, bookings, events, and appearances to maximize exposure and revenue
- Build and maintain relationships with clients (Brands), agencies, media, and partners
- Negotiate contracts, fees, and terms with brands, organizers, and stakeholders
- Plan and execute marketing campaigns across platforms such as Instagram, TikTok, and Facebook
- Monitor performance metrics and audience engagement to optimize growth strategies (All own online platform)
- Provide strategic guidance on content, image, and public relations
- Manage paid ads across Facebook, TikTok, and Instagram to meet campaign objectives

Sale Coordinator for Air Cargo

KINTETSU WORLD EXPRESS

MAR 2016 - SEP 2017

- Overall Operations (Purchasing/Booking/Documentation/Troubleshooting) for Handling Air Cargo Export