

CONTACT

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SOCIAL MEDIA:

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EDUCATION

2022-2024

FANSHAWE COLLEGE

- Pre-Media, School of Contemporary Media
- English for Academic Purposes (EAP)

2014-2016

MAHANAHORN UNIVERSITY

- Master of Science in Information Technology

CERTIFICATE

- Google Analytics
- YouTube Rights Management
- Facebook Ads
- Big Data, Data Mining, and CRM App SAS® Certified Modeler (2020)
- Advanced Predictive Modeling with R and RapidMiner Studio 7

SKILLS

- Digital Project Management
- Social Media Marketing
- IT and Data Visualization
- Teamwork
- Leadership

LANGUAGES

- English
- Thai

SOMKIAT SAELEK

Digital Media Specialist

HIGHLIGHT OF QUALIFICATIONS

- Working in a digital media platform for more than 16 years.
- Managerial skills and business development outlook in digital ecosystem.
- Expert in developing strategies and plans of action for all digital media initiatives using data analytics.

EXPERIENCE

- **Photography and Videography - LMLIP** 2024
London & Middlesex Local Immigration Partnership
 - I am London 2024
- **Fanshawe College Co-Curricular Activities** 2023 - 2024
Team Member - Technical Support and Design
 - HULT Challenge in Fashion Sustainability (2023)
- **GMMTV CO., LTD. (Thailand)** 2009 - 2023
Senior Manager - Digital Media
 - Developed, managed and budgeted projects relevant to digital transforming activities
 - Advised various departments about digital transformation
 - Developed web system, application, and social media platforms
 - managed projects in collaboration with media business
 - Initiated, designed, planned, budgeted, developed and implemented an online platform for product selling while running an e-commerce operation system to be more effective
 - Provided and planned digital marketing solution to suite to business strategies

ACHIEVEMENT

- Participated successfully in the Hult Challenge Pitch Event at the School of Design at Fanshawe College
- The 1st Thailand launched Global Live Streaming over 1,000 Million views in over 120 countries
- Created a new business unit by building online shopping site: GMMTV SHOP for Merchandise & E-Commerce, archived sale goal in the 1st year of the project launched (2020)