



SUPAKAN PRASOPKAEW

Senior Ads Specialist

Contact

- 064-567-7294
- supakan.psk@gmail.com
- Nonthaburi, Thailand
- Portfolio: Attached
(Portfolio_Supakan.pdf)

Education

Srinakharinwirot University

Faculty of Social Sciences
2016 - 2020
GPA 2.85

Triamudomsuksapattanakarn

Nonthaburi School

English - Chinese Program
2013 - 2015

SKILLS & TOOLS

- Platforms:** TikTok Ads, Meta Ads, Google/YouTube Ads, LINE Ads
- Tools:** TikTok GMV MAX, TikTok One, Market Scope, Meta Business Suite, GA4 (basic), GTM (basic), Facebook CAPI (basic)
- Expertise:** Campaign Optimization, A/B Testing, Budget Allocation, ROI/ROAS Analysis

Language

- English

About Me

Performance-driven digital marketer with 4+ years of experience specializing in TikTok Ads and cross-channel campaigns. Proven record in managing multi-million advertising budgets and delivering consistent sales growth both online and offline (7-Eleven retail campaigns).

- Detailed case studies and campaign results available in attached Portfolio.

Key Achievements

- +25.6% YoY sales growth → 393M THB in Q2/2025**, with over **5M units sold (+11%)**
- ROAS up to 23.61 | Maintained ROI ≥4** consistently via TikTok GMV MAX
- +81% GMV growth within 1 month**, handling **100K+** orders with ROI ~4.0
- +19.7% online sales increase** (13M → 15.8M in one quarter) while sustaining ROI ~4.0
- +2.5% offline sales uplift** (120M → 123M) despite ad budget more than doubling

Work Experience

Senior Ads Specialist

Jun 2024 - Present

Grand Cos Group PCL

- Managed multi-platform campaigns (TikTok, Facebook, Instagram, etc.)
- Optimized campaigns using TikTok GMV MAX & TikTok One.
- Delivered performance reports (ROAS, ROI, CPA) to guide weekly budget allocation.
- Prepared monthly advertising budget vs. sales reports.
- Coordinated cross-functional teams (E-commerce, Influencers, Affiliates, Content).

Digital Marketing Officer

Mar 2021 - May 2024

10X Plus Co., Ltd.

- Managed cross-platform campaigns (Facebook, Google, TikTok, LINE) focusing on both Awareness and Conversion.
- Conducted weekly A/B testing on creatives and copies
- Collaborated with creative teams to test & optimize ad materials.
- Expanded audience reach and drove higher conversions through targeted strategies

Sales Associate

Aug - Oct 2020

METRO TOPWOOD COMPANY LIMITED.

- Supported sales operations and customer service.
- Maintained long-term customer relationships and retention.