

CHONLATHON RATANAWONGSAKORN

Passion - Empathetic - Learning - Experience - Personality

Strengthen technology knowledge by constantly learning and developing your skills.

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WORK EXPERIENCE

Channel Manager

BoomTharis YouTube Channel

01/2022 - 07/2025

Bangkok, Thailand

Client & Partnership Management: Proven ability to build and maintain strong, lasting relationships with key industry partners and sponsors. I have a track record of identifying opportunities and fostering collaborations that drive mutual growth and deliver value for all stakeholders.

Strategic Growth & Activation: Expertise in developing and executing data-driven strategies that turn passive audiences into engaged customers. I am skilled at understanding client objectives and leveraging performance metrics (e.g., CTR, subscriber growth) to demonstrate a clear return on investment (ROI).

Project & Account Management: Highly skilled in end-to-end account management, from initial strategy development to successful project delivery. I served as the primary point of contact for clients, managing expectations and coordinating with cross-functional teams to ensure all projects were completed on time and to the highest quality.

Content & Brand Expertise: Deep understanding of content strategy within the luxury real estate, automotive, and lifestyle sectors. I am adept at translating brand goals into compelling content initiatives that resonate with target audiences and strengthen brand presence.

Customer Relation Officer

Siam Paragon Development Co., Ltd

2017 - 2021

Bangkok, Thailand

Maintain Brand Image: Represent Siam Paragon with a professional demeanour, adhering to high service, appearance standards and contribute to maintaining a warm welcoming and luxurious atmosphere within the shopping mall.

EDUCATION

Master of Management Program in Aviation Management

[GPA - 3.58]

Civil Aviation Training Center (CATC)

07/2018 - 12/2020

Bangkok, Thailand

Bachelor of Arts (College of Social Communication Innovation)

[GPA - 3.23]

Srinakharinwirot University

06/2013 - 05/2017

Bangkok, Thailand

SKILL & COMPETENCIES

Communication

Leadership

Team Leadership

Decision Making

Problem Solving

Critical Thinking

Time Management

Adaptability

Creativity

Emotional Intelligence

Risk Analysis

Collaboration

Content Strategy

Management

Negotiations

Microsoft Offices

macOS

Photoshop

LANGUAGES

Thai

● ● ● ● ● [Native]

English

● ● ● ● ● [Professional]

CERTIFICATES

Dangerous Goods Regulations Awareness

10/2021 - 10/2021

By Thai Aviation Careers

Basic Training of Flight Dispatcher

09/2021 - 09/2021

By Thai Aviation Careers

Air Cargo Operation

07/2021 - 08/2021

By Thai Aviation Careers

American Heart Association Heart-Saver Program

01/2018 - 01/2018

By Sierra International Medical Training Solutions Co., Ltd

INTERESTS



Aviation



Film



Reading



Football



Coffee



Technology



Automobile



Music



Gym



Food