

SARAWUT SUKWAEN

STRATEGIC MARKETING & BUSINESS GROWTH

PERSONAL PROFILE

DATA • PERFORMANCE • COMMERCE



EXECUTIVE SNAPSHOT

A GROWTH OPERATOR WHO CONNECTS
STRATEGY TO EXECUTION.

นักการตลาดเชิงกลยุทธ์ที่เชื่อมข้อมูล ทีม คอนเทนต์
และสื่อโฆษณา ให้ขับเคลื่อนไปสู่เป้าหมายธุรกิจเดียวกัน



GROWTH STRATEGY

วางทิศทางและ KPI



PERFORMANCE

บริหารสื่อและ ROI



COMMERCE

เชื่อมคอนเทนต์สู่ยอดขาย



LEADERSHIP

สร้างทีมและระบบทำงาน

IMPACT IN NUMBERS

MEASURABLE BUSINESS OUTCOMES

8+ YEARS



Marketing & Strategic Management

240%



Brand Awareness Growth

4.93× ROAS



Multi-channel Campaigns

80–100 BRANDS / MONTH



Performance Management

60%



E-commerce Conversion Growth

\$110M



Annual Sales Impact • 2 Branches

CAREER EVOLUTION

FROM CREATIVE EXECUTION TO BUSINESS LEADERSHIP

2018–2021

MARKETING &
GRAPHIC
COORDINATOR

RETAIL & FRAGRANCE

2021

HEAD OF PLANNING &
MARKETPLACE MARKETING

E-COMMERCE & MEDIA

2022

PERFORMANCE
MARKETING SPECIALIST

PERFORMANCE MARKETING AGENCY

2023–2025

GENERAL MANAGER /
STRATEGIC DEPARTMENT

LIFESTYLE & HOSPITALITY

2023–PRESENT

FREELANCE
MARKETING CONSULTANT

B2B • Healthcare • Lifestyle

FROM STRATEGY TO REVENUE

A SYSTEM THAT CONNECTS EVERY MOVE TO BUSINESS OUTCOMES



01

DIAGNOSE

Data • Market • Customer

Find opportunities
and bottlenecks



02

DESIGN

Positioning • Offer • Funnel

Build the strategy
and proposition



03

DELIVER

Content • Ads • Commerce

Execute as one
connected system



04

OPTIMIZE

KPI • ROAS • Conversion

Measure, learn
and improve

THE GOAL IS NOT MORE MARKETING. IT IS **BETTER BUSINESS.**

SELECTED BUSINESS CASES

STRATEGY APPLIED ACROSS DIFFERENT BUSINESS MODELS

LIFESTYLE & HOSPITALITY

LIFESTYLE DESTINATION



Brand Awareness

+240%



ROAS

4.93x

PERFORMANCE MARKETING AGENCY

PERFORMANCE AGENCY



80-100 Brands / Month



Ad Efficiency

+35%

E-COMMERCE & MEDIA

E-COMMERCE GROWTH



Conversion

+60%



Multi-channel
Strategy

RETAIL & FRAGRANCE

RETAIL & FRAGRANCE



\$110M

Annual Sales Impact



2

Retail Branches



CONTENT × PERFORMANCE SYSTEM

CONTENT SHOULD TRAVEL ALL THE WAY TO REVENUE



01

INSIGHT

Pain Point • Search Intent



02

CONTENT

Hook • Proof • Value



03

MEDIA

Meta • Google • TikTok Ads



04

COMMERCE

Marketplace • Live • Affiliate



05

LEARN

Dashboard • Optimize

INSIGHT → CREATE → DISTRIBUTE → CONVERT → IMPROVE

WHY SARAWUT

STRATEGY THAT CAN BE EXECUTED.



BUSINESS-FIRST

Start with business outcomes, not tools



DATA-DRIVEN

Decide through KPI, ROAS and Conversion



FULL-FUNNEL

Connect Brand, Content, Ads and Commerce



TEAM BUILDER

Build systems and teams that can scale

| READY TO TURN COMPLEXITY INTO GROWTH.