

Juthamas Pornngarm



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◆ PROFESSIONAL SUMMARY

Award-winning Digital Marketing professional with 5+ years' experience across the UK and Thailand. Specialises in driving brand growth, maximising customer engagement and executing multi-platform marketing strategies. Proven track record of increasing brand visibility by 58%, improving customer retention by 75% and delivering impactful campaigns across both B2B and B2C markets. Skilled in social media content creation, CRM, paid media and brand management.

◆ WORK EXPERIENCE

Marketing Executive | Birmingham, UK May 2022 – Present
The Eastside Rooms & Aloft Birmingham Eastside Hotel

Oversee marketing activities for 2 businesses, including end-to-end social media management and visual assets creation. Collaborate with agencies to optimise paid social and email campaigns. Manage website updates and blog content on WordPress, monitor performance through GA4 and deliver monthly reports to drive continuous improvement across platforms.

KEY ACHIEVEMENTS:

- Awarded Employee of the Year and recognised as a Brand Champion for outstanding performance and significant contributions to the brand's success.
- Boosted businesses' visibility by 58% within 3 months through the implementation of content SEO strategies, enhancing social media reach and engagement levels.
- Developed and executed social media strategies for a combined audience of 7.3K followers across 2 businesses. Utilised Agorapulse to manage and schedule content consistently on 6 platforms, while actively engaging with audiences to boost visibility and interaction.
- Engaged with 15+ Birmingham food influencers in promoting a new service launch for the hotel, resulting in reaching +65% in unique accounts.
- Boosted LinkedIn engagement by 41.3% in Q1 2025 by creating SEO-optimised content aligned with B2B audience pain points and industry trends.

Co-Founder & Brand Marketing Manager | Bangkok, Thailand Apr 2020 – Present
Noove Caff

Manage all aspects of brand development and marketing for Noove Caff, from visual identity to customer engagement. Develop and implement CRM strategies and marketing campaigns to promote long-term growth and strengthen customer loyalty.

KEY ACHIEVEMENTS:

- Awarded LINE MAN Wongnai Users' Choice for 4 consecutive years within 5 years of operation, reflecting rapid growth in brand recognition and consistent customer satisfaction.
- Implemented a successful CRM strategy through a loyalty scheme, building and maintaining relationships with over 5.1K customers, resulting in a 75% increase in retention rate.
- Gained nationwide visibility through a televised feature, contributed to a 12% increase in sales and brand engagement.

KEY ACHIEVEMENTS:

- Produced over 50 pieces of graphic design, copywriting, photography, and video content for social media, contributing to 34K+ unique account reach on Instagram.
- Grew Instagram following by 51% in 2 months by acquiring 312 new followers, while maintaining a high engagement rate of 13.53%.

KEY ACHIEVEMENTS:

- Collaborated with local businesses across the UK, providing marketing consulting and creative solutions to address business challenges and enhance online presence.
- Led website rebranding projects, including the implementation of online booking features, resulting in an 8% MTD increase in sales.

KEY ACHIEVEMENTS:

- Developed marketing strategies and event concepts, generating £13K in sales and attracting +11K attendees while optimising vacant office spaces.
- Built a client database of 200+ contacts through strategic engagement initiatives, including weekly networking sessions.

◆ **EDUCATION**

MSc in Business Enterprise Development (Distinction) <i>Aston University</i>	Birmingham, UK
BSc in Business Service Innovation <i>College of Innovation, Thammasat University</i>	Bangkok, Thailand

◆ **CERTIFICATIONS**

- **Google Analytics Certification** | Google Digital Academy (Skillshop)
- **Fundamentals of Marketing Analytics** | Semrush Academy
- **Digital Marketing Growth Programme 2024 & 2025** | Girls in Marketing
- **SEO Crash Course with Brian Dean** | Semrush Academy

◆ **SKILLS**

- **Marketing & Content:** Social Media Management (Hootsuite & Agorapulse), Email Marketing (Mailchimp), Content Creation, Copywriting, SEO, CRM Campaigns, Campaign Reporting
- **Creative & Design:** Photography & Video Editing, Adobe Creative Suite (Photoshop & Illustrator), Canva, Capcut
- **Web & Analytics:** WordPress, WIX, Google Analytics 4 (GA4), Google Ads, Semrush