

# THANATMET ADHICHARUNWARATHORN ธนัทเมศ อธิจรูญวารารณ

## EXECUTIVE SUMMARY

Strategic Digital Leader with 12+ years of expertise in driving Digital Transformation and MarTech innovation within the financial services and fintech sectors. Possesses a unique IT-Business Synergy, utilizing a foundation in computer science to solve complex technical marketing problems and optimize performance at the code level. Expert in building proprietary MMP/CDP systems and integrating advanced AI (Claude, Gemini, GPT) to deliver measurable group-level ROI.

## THE IT-BUSINESS ADVANTAGE (TECHNICAL EXPERTISE)

- **Performance Engineering:** Leveraging an IT background to optimize marketing funnels through backend variables, technical SEO, and conversion-centric architecture.
- **MarTech Development:** Hands-on proficiency in VS Code, PHP, JavaScript, and SQL to build custom tools and automate complex workflows.
- **AI Synergy & Productivity:** Rapidly adapting to and deploying AI platforms—including Google AI Studio (Antigravity), Codex, and Gemini—to accelerate research and development.
- **Technical Troubleshooting:** Ability to communicate directly with engineering teams to resolve data integration gaps and optimize eKYC/Digital Onboarding funnels.

## WORK EXPERIENCE



**AIRA & AIFUL Public Company Limited**  
Head of Digital Marketing  
June 2025 – Present

- **AI-Driven Strategy:** Spearheading Generative AI integration for deep consumer insight analysis and strategic competitive benchmarking.
- **Performance Lead Acquisition:** Orchestrating aggressive lead generation via Google and Facebook, optimizing eKYC conversion for digital loan products.
- **Ecosystem Management:** Collaborating with technical teams to implement new platform features that enhance UX and technical search visibility.



**Thai Credit Bank PCL**  
Digital Performance & Corporate  
Communication Lead | 2014 – 2025

- **IPO Strategic Lead:** Key driver for the successful IPO Launch of 'CREDIT' on the SET (Feb 2024), managing complex stakeholder messaging and brand consistency.
- **Home Loan CDP Architecture:** Engineered a custom Customer Data Platform (CDP) for the Home Refinance segment, enabling high-precision targeting and sales integration.
- **Digital Transformation:** Led the end-to-end redesign of the corporate banking portal, ensuring regulatory compliance and a conversion-centric user journey.

## CONTACT

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**Date of Birth : December 30, 1986**

## Education

King Mongkut's University of Technology Thonburi

Master Degree Master of Science Program in  
Electronic Business. (ecommerce /digital marketing)  
GPAX 3.45

Maharakham University

Bachelor Degree Bachelor of Business  
Administration in Business Computer Program  
GPAX: 3.03



## Digital Marketing Media officer(Full time)

ThaiBeverage PCL | 2012 - 2014

- Crafting and executing high-impact digital communication campaigns
- Developing data-driven strategies to increase website traffic
- Overseeing the planning and budgetary control of all digital media projects .
- Managing online brand and product campaigns to build brand awareness.
- Leading the redesign of all digital media .

### ACADEMIC & THOUGHT LEADERSHIP

Special Instructor (Guest Lecturer)

- **Suranaree University of Technology (2025):** "Digital Marketing for Hospitality Industry"
- **Rajamangala University of Technology Thanyaburi (2025):** "SEO Odyssey for Modern Businesses"
- **Sharing industry-leading insights on MarTech, SEO, and Digital Strategy** to the next generation of marketing professionals.

## PROFESSIONAL PROJECT REFERENCES

### Brand Ambassadorship & Thought Leadership

#### **Brand Testimonial: "The Mazda Bond" | Mazda Thailand**

- Role: Brand Advocate / Featured Customer (Mazda CX-30)
- Impact: Represented the Mazda brand as a key opinion leader, sharing professional insights and personal stories regarding the Mazda CX-30 to enhance brand emotional connection and loyalty.

#### **Corporate Website Redesign & Launch | Thai Credit Bank PCL**

- Role: Project Manager
- Scope: Spearheaded the end-to-end development and successful launch of the bank's main corporate website, ensuring full compliance with regulatory disclosures and enhancing user experience (UX) for all banking products.

#### **Customer Data Platform (CDP) for Home Refinance Loans | Thai Credit Bank PCL**

- Role: Project Manager
- Scope: Engineered and implemented a robust CDP system tailored for the Home Refinance segment to centralize customer data, enabling high-precision targeting and seamless sales integration.

#### **Customer Data Platform (CDP) for Personal Loans | Thai Credit Bank PCL**

- Role: Project Manager
- Scope: Architected the data integration framework for Personal Loan products, utilizing CDP insights to establish enhanced performance tracking and personalized marketing journeys.

### TECHNICAL PROJECTS (HANDS-ON INNOVATION)

- jongsala.com (Founder & Full-Stack Developer): Engineered an "End-of-Life Super App" featuring a robust 36-table data infrastructure to automate resource scheduling and real-time synchronization.
- urlgofast.com (Lead MarTech Architect): Developed a proprietary Mobile Measurement Partner (MMP) platform with automated QR bridge logic and dynamic attribution tracking.
- graphrider.com (Founder): Leveraged Google Antigravity & Codex to develop advanced data visualization tools for real-time market trend analysis.