



METIKA METAPITAK

MARKETING, DIGITAL GROWTH & STRATEGIC PROJECTS

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Dynamic strategic marketing and business growth professional with over 10 years of experience supporting audience engagement, revenue growth, and brand development across media, e-commerce, and agency environments. I translate business objectives into practical growth strategies through audience development, digital transformation, and subscription-based initiatives, while working collaboratively with internal teams, executive stakeholders, and external partners to strengthen partnerships and improve organizational effectiveness.

CORE STRENGTHS

- Strategic Marketing & Growth Planning
- Audience Development & Engagement
- SEO, Content & Digital Campaigns
- Partnership & Stakeholder Coordination
- Business Events & Lead Generation
- AI-Enabled Workflow Improvement

PROFESSIONAL EXPERIENCE

Nation Group Thailand (Krungthep Turakij)

Creative Marketing | Strategic Projects & Business Growth

October 2021 - Present

- Led the growth of Bangkokbiznews.com through SEO optimization (managed with an external agency) and content strategy in collaboration with the editorial team, contributing to over 102% year-over-year growth in website traffic.
- Developed audience segmentation and brand repositioning strategies for Nation Weekend, contributing to more than 70% growth across digital media channels.
- Coordinated strategic partnerships with organizations and ecosystem partners including Bloomberg, CNN, IMF, World Bank, AWS, PlanB, and Blockdit to strengthen brand credibility, expand audience reach, and create new business opportunities.
- Collaborated closely with senior management and cross-functional teams to support business growth initiatives, evaluate new opportunities, and align marketing strategies with organizational priorities.
- Supported audience growth, subscription-focused initiatives, and digital business projects across multiple platforms.
- Managed cross-functional collaboration among editorial, marketing, technology, production, and external partners for business events, product launches, and strategic initiatives.
- Designed and implemented a business-managed advertising infrastructure across Meta, YouTube, and TikTok, improving campaign control, data ownership, and operational workflows.
- Planned and executed lead generation campaigns for business events and corporate clients, supporting commercial objectives across the real estate, investment, and renewable energy sectors.
- Leveraged AI tools for market research, content planning, productivity enhancement, strategic analysis, and decision support across marketing and business operations.
- Supported executive-level planning, stakeholder communication, and project coordination across multiple business functions.

Protools Media

Senior Online Marketing

October 2020 - October 2021

- Managed digital marketing work across website and social media platforms, including SEO/SEM support, performance review, and audience development activities.
- Reviewed platform performance and audience behavior to improve marketing activities and business outcomes.
- Supported brand visibility, engagement, and customer acquisition through integrated digital marketing campaigns.

Bangkok Post

Senior Online Marketing

January 2020 - October 2020

- Monitored audience performance across digital platforms to support media planning and audience growth work.
- Developed and executed digital campaigns aligned with business and audience objectives.
- Used performance insights to improve campaign effectiveness and audience engagement.

IBIZ PLUS NETWORK

Senior Online Marketing

June 2019 - December 2019

- Managed digital marketing activities for technology and telecommunications brands including Samsung, Oppo, Vivo, Huawei, Xiaomi, and AIS.
- Supported marketplace marketing work across Lazada and Shopee to help improve customer acquisition and commercial performance.
- Executed performance-driven campaigns to support traffic, engagement, and conversion outcomes.

IH Digital Limited

Content Executive

November 2013 - January 2016

- Managed digital campaigns and content work for clients including Bausch + Lomb and Prinsiri.
- Coordinated influencer collaborations, PR activities, and social media initiatives to support brand awareness and audience engagement.
- Produced SEO-focused content plans to support search visibility and organic traffic performance.

EDUCATION

Master of Logistics Technology | Mahanakorn University of Technology

GPA 3.70

Bachelor of Tourism Management | Silpakorn University

GPA 2.87

LANGUAGES

English (Professional Working Proficiency) | TOEIC 760