



# Jestha Akharamethathiti

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## Profile

I would like to apply job in the tourism industry because of, my father used to be Japanese Guide. I had been Japan so many times and I have so good experience about traveling in Japan. My father is my inspiration about tourism industry. On the other hand, I have been studied in Houston, United States of America and, I had been traveling in California, New York, Texas and Nevada. There was my good experience about traveling, I learned about cultures because of a lot of my foreign friends from nationality. It makes me addicted in tourism industry.

## Business Skills

Negotiation	● ● ● ● ○
Solving Problems	● ● ● ● ○
Analysis	● ● ● ○ ○
Development	● ● ● ○ ○

## Marketing Skills

Offline Media	● ○ ○ ○ ○
Online Media	● ● ● ● ●
Planning	● ● ● ○ ○
Creative	● ● ○ ○ ○

## Computer Skills

Media and Graphic	● ● ● ○ ○
Hardware	● ● ○ ○ ○
Software	● ● ● ● ●
Network	● ● ● ● ●

## Education

University of Houston - 2011  
Master Business of administrator

UTCC University - 2008  
Bachelor Broadcasting

## Awards

Gold Award Search Engine for IT  
Ministry of Education  
Gold Award for programming  
Ministry of Education

## Experience

### Contact Manager

#### Focus Travel Group Co., Ltd

February 2014 - Present ( 1 year 2 month ) | Bangkok Metropolitan Area, Thailand

Managerial Leadership

Sales & Service Business Delivery and Operations

Risk Management & Compliance

### Marketing Executive

#### ICS Travel Group

January 2013 – December 2013 (1 year) Ratchadapisek

Coordinate with Sales and Country Offices as well as Bangkok departments.  
Hotel and other promotions (input and output).

Develop new products, stimulate distribution and increase product usage.

Build brand preference and loyalty.

Communicate information about products to sales team.

Photo database handling.

Creating and updating fact sheets.

Barriers – generating, recording, monitoring and processing.

Updating wordpress website and social media.

Assist in generating and executing advertisement income.

Assist in marketing research and competitor analysis.

Assist in other marketing tasks as assigned by Marketing Director.

### Assistant Managing Director Asia

#### Exciteholidays , Sydney Australia

September 2011 – January 2012 (1 year 5 month) Saladaeng

Managing the profit optimization position accountable booking hotels,

Develop tactics to increase benefit from previous booking.

Managing and Making direct contract to hotels in Thailand, Singapore, and Middle East country.

Solving problems with marketing hotels in system.

Cross-sell services and products to clientele.

Highlights:

Generated more than 2,700,000 baht in revenue and fee income within a 1-month period.