

**Ms. Duangsamorn SINGSOMBOON**  
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**ACADEMIC BACKGROUND:**

- Sep 2000 – Jul 2002**                      **School of European Management (SeMS)  
University of Surrey, Guildford, UK**  
Master of Science (MSc) in International  
Marketing Management
- Apr 2000 – Jun 2000**                      **Management & Language Specialists (MLS)  
Bournemouth, UK**  
Intensive Marketing, Advertising/Public  
Relations and English Certificate
- Oct 1996 – Jan 2000**                      **Assumption University (ABAC), Bangkok,  
Thailand**  
Bachelor of Business Administration (BBA)  
In Marketing Major
- Sep 1995 – Jun 1996**                      **Thai American Student Exchange  
Scholarship (TASE)**  
Specialized student exchange program for the study of  
English at Grade 12, at Centerville High School, Ohio, USA

**WORK EXPERIENCES :**

- Dec 2011 – Present**  
**THAILAND**                                      **P.S.V. Engineering and Construction Company Limited,**  
**Position : Managing Director**  
➤ Finding new customers and service existing customers  
➤ Contribute marketing strategies to sale teams and  
evaluate the sale forces.  
➤ Coordinate between employees and business partners.  
➤ Forecasting market trends and making report to CEO  
➤ Control all Financial expenditure
- Nov 2009 – Nov 2011**                      **Dusit Hotels and Resorts Company Limited, THAILAND**  
**Position : Hotel Development Manager**  
➤ Report directly to VP Hotel Development and seek the  
new and existing hotels to manage to increase  
profitability and expanding the new business.  
➤ Deal with outsource Legal Consultants to make new  
Hotel Contracts, Management Agreement (MA), Letter of  
Intent (LOI), Confidentiality Agreement (CA) and  
Memorandum of Understanding (MOU)  
➤ Coordinate with Marketing Department to promote the  
New Brand “D2” and the Existing Brand “Dusit and  
Princess”.  
➤ Making monthly Matrix to monitor the project’s progress.

**Sep 2007 – Sep 2009**

**The Hongkong and Shanghai Banking Corporation Limited (HSBC), THAILAND**

**Position :** Assistant Vice President Branch Sales

- Acquire new customer to open the account
- Report weekly Sales to Vice President Branch Sales
- Cross sell to other banking products e.g. credit card, Unit Trust, Structure Note and etc
- Work as a team in order to achieve the Sales target
- Handled and coped with contingency plan

**Aug 2005 – Sep 2007**

**Beci Corporation Company Limited, THAILAND  
(A subsidiary of BEC world public company limited)**

**Position :** Assistant Marketing Manager

- Reporting to the Marketing Manager
- Ability to self-manage day-to-day planning , including formulating, negotiating and implementing Beci's marketing vision with internal and external parties.
- Development and conceptualisation of products and services that link with BEC-TERO group and BEC World.
- Development and conceptualisation of Value Added Services to sell Beci services to enterprises and other 3rd parties

**Jan 2003 – Aug 2005**

**Orange Mobile Phone Company Limited, THAILAND**

**Position :** Bill Specialist Assistant

***Billing Processing***

- Ensure the bills examine within the SLA before posting to proceed at print shop and coordinate with IT Team to fix before and after running bill in each cycle and solving defects
- Ability to perform billing quality assurance during the cycle run

***Bill Queries***

- Ability to support Team in the solution of complicate billing queries within SLA, raising any potential issues through the correct channels ensuring resolution

**ACTIVITIES :**

**Jan 2004 – Feb 2005**

**Precision Time Company Limited, THAILAND**

**Position :** PR & Advertising Manager

- Contacting media for posting the advertise
- Proving the advertisement and involved decision making
- Organised the event by coordinating with organizer in order to run the event
- Finding the sponsorship
- Handled and coped with contingency plan

**Achievement**

- Organised the watch event, “Valentine Styles Valentino”, at Gaysorn Plaza

**Mar 1997 – May 1997**

**ABAC Dummy Synergy Company, Bangkok,  
Thailand (Summer Job-Training Program)**

**Position :** Sales Representative

- 3 month Sales Representative Training Program. Awarded for performance as 3<sup>rd</sup> Premier Contest and the Gold Certificate

**Apr 1994 – Jun 1994**

**The American Field Services (AFS), Calgary, Canada**

**Position :** Exchange Student

- an exchange student program, including exchange the culture and traditional arts

**LANGUAGES, COMPUTER SKILLS AND OTHERS :**

**Nationality:** Thai

**Date of Birth:** 31 January 1977

**Age:** 38

**Language:** Fluent in Thai and English

**Computer Applications:** Microsoft Office : Word & Excel,  
PowerPoint, Internet, SPSS, Lotus Note and AMDOCS

**Reference:**

**Mrs. Parichart Yamvinic**

(Vice President-Merchandising/New Business)

Power Buy Co.,Ltd

Tel: +662 206-9350

E-mail: yaparichart@powerbuy.co.th

**Mr. Tummarut Piemsirimongkol**

(Vice President Client Services, Custody and Clearing)

The Hongkong and Shanghai Banking Corporation  
Limited

**Tel :** +662 614-5999

**E-mail :** tummarutpiemsirimongkol@hsbc.co.th