

Manachai Leerarudee

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Executive Summary

Digital Marketing & Search Director with **10 year+ experience** for **local Thailand Market and Regional Level**. Coverage of **FMCG**, beauty, consumer electronics, hospitality and luxury industry for both **agency and corporate party**. Led Thailand search marketing strategy for the **Nestlé Thailand Portfolio**, **Samsung Regional Search** for SEA & Oceania, and **D2C eCommerce** for Nespresso Thailand. Strategy and hands-on execution in **SEO, SEM, eCommerce, analytics, web platforms** and **AI** have been utilized to provide meaningful outputs.

Work Experience

2024 - Present

Marketing & Business Development Consultant - Freelance, Bangkok

- Lead **business development** and digital operations for **health & wellness** clients: **data analytics, media planning** and website infrastructure optimization for local and international clients.
- Build **personal-brand** programs for professional clients: **content strategy, video production**, social media, website design & development, and **AI search visibility** (GEO).
- **1M+ views** organically reached with the planning and creative functions.

2021 - 2024

Associate Director, Search - IPG Mediabrands, Bangkok

- Led **search strategy** for the **Nestlé Thailand** portfolio across **SEO, SEM** and **eCommerce / marketplace search**: Purina, Infant Nutrition, S-26, Nescafé, Maggi, Nestlé Professional, KitKat, CPW, Nestlé Water, NDG and Nestlé Health Science.
- **Built and led a full-scale internal search team of 5 people**; managed ~**THB 27M** annual search investment against efficiency targets.
- Supported **telco & finance** accounts: **True, dtac** and **American Express**. Tenure concluded with Nestlé's 2024 media-agency move from IPG to WPP.

2019 - 2021

Search Analyst Manager - Cheil Worldwide, Bangkok & Singapore (remote)

- Managed **Samsung.com** regional search across **SEA & Oceania** with the Cheil Regional HQ team, driving visibility and **B2C direct eCommerce sales** in multiple localized markets.
- Led **SEO and eCommerce strategy** for Samsung Thailand, **NIVEA, NIVEA MEN** and **Eucerin**, measured in **Adobe Analytics** and **Google Analytics**; delivered the NIVEA MEN **domain migration** and **page-1 rankings** for high-volume keywords.

2018 - 2019

E-Commerce Specialist - Nestlé Nespresso S.A.

- Manage the owned channel of **Nespresso Thailand** website & application: content localization (TH/EN), **SEO, UX** and **sales-funnel** optimization on **SAP Hybris**; ran web releases with the HQ rollout team for a seamless **website migration** and monthly **user-journey reporting**.

2017

SEO Planner - OgilvyOne Worldwide, Bangkok

- Developed **SEO & content strategies** for **Coca-Cola, Minute Maid, NIVEA** and **Eucerin**: consumer search insights, keyword optimization, technical integration and site structure; led NIVEA's **responsive-site migration**.

2015 - 2017

Technical Support - Travelanium, Bangkok

- Optimized **hotel booking-engine** websites for **SEO** and **direct sales**; advised hotel clients on digital strategy and **conversion-focused UX**.

2012 - 2015

Full Stack Web Developer & Copywriter - Freelance, Bangkok

- Designed and developed **eCommerce websites** (front-end and back-end), handled **SEO recovery** and produced **bilingual content** (EN-TH).

Education

2009 - 2013

B.A. English - Ramkhamhaeng University, Bangkok, Thailand

Professional Skills

LEADERSHIP	Multi-national Collaboration, Team Building, Client & Stakeholder Management in Thai & English
SEARCH & MEDIA	SEO, SEM / Google Ads, eCommerce, Marketplace, Media Planning, AI Search, GEO
ANALYTICS	Google Analytics, Adobe Analytics, Google Tag Manager , Search Console
WEB & CMS	HTML, CSS, JavaScript, PHP; WordPress, Adobe AEM, Sitecore, SAP Hybris
AI & AUTOMATION	Claude Code, CODEX - ChatGPT