

WASINEE PIMSARN (WAWA)

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CAREER OBJECTIVE

Dedicated and proactive IT professional and dealt with stakeholder more than 7 years of experience in the IT consulting field across various industries, 3 years of experience in Digital Marketing, 6 years of experience in Telesales, 6 years of experience in SAAS sales and 6 years of experience in Salesforce. Seeking to leverage expertise in sales, Change Management, and technology in the role in MNC firms. Possess MBA in IT.

HIGHLIGHTED EXPERTISE

Technical Skills: Cyber Security, Google Cloud, Microsoft Azure, Microsoft Office, MSX, Salesforce, CRM, SAP-ERP, SAP-Business One, Lotus Notes, Oracle 9i, AS400, SQL, Mainframe

RELEVANT WORK EXPERIENCE

GlobalSign, APAC – Account Manager, APAC

Singapore

Handling every industry and every sector

Feb 2023 – Oct 2023

- Identify and manage the entire sales cycle from initial leads to closing deals with prospects of various backgrounds, such as Compliance, IT, Engineer and Purchasing team
- Identify new opportunities with enterprise prospects by leveraging various resources such as LinkedIn, personal networks, government agencies, and other relevant resources
- Perform demos that deliver the value-proposition of product features and solutions
- Execute sales activities and develop a trusted relationship with GlobalSign's Enterprise prospects
- Drive revenue growth by generating new business, upselling, cross-selling, and renewals.
- Be the first point of contact and the first line of defense for clients to accommodate their needs

Checkpoint Software Technologies – Inside Sales (South Asia)

Singapore

Handling every industry and every sector for non-named accounts

Feb 2021 – Jan 2023

- Work closely with Field Sales Team, including participation in team calls, meetings, and area conferences
- Manage and maintain a pipeline of interested prospects and engage Field Sales for next steps
- Work closely with our Marketing Team to follow up on leads they generated
- Focus on a well-defined list of non-named accounts or on a geographic territory, prospecting new businesses via outbound calls, web chat and emails

Google Singapore, Sales Specialist – Google Cloud (Contract)

Singapore

Handling Enterprise accounts for SEA market

Oct 2019 – Jan 2021

- Worked with the program/regional Marketing team to align calling scripts with upcoming programs
- Worked with Marketing team on campaigns to call prospects and driving Opt-in to the database
- Qualified leads and created the opportunities before passing them to Field Sales Team in local countries
- Account profiling, researching and nurturing the leads to increase sales conversion rates
- Liaised with 4 Field Sales Representative and 10 local partners to build a sustainable pipeline, and worked in a diverse team of 9, consisting of team members from Singapore, Malaysia, Philippines, Indonesia, Korea and China

Accenture Singapore, Sales Development Representative

Singapore

Project: Cisco – Mid-Market APAC region

Sep 2018 – Sep 2019

- Managed and generating \$3 million sales pipeline by converting at least 5 leads per week, resulting in an increase in 30 net new accounts in less than a year and maintenance of 300 accounts per quarter
- Coordinated and directing the entire sales cycle for specific opportunities, including account research, requirements gathering, sales engagement, product recommendations, proposal generation, pipeline management, deal closure
- Established and grew business relations via cold calling (100 calls per week with 50% conversion) and inbound leads (conferences, web, chat, inbound calls), assessing opportunities, and qualifying sales leads
- Liaised with 10 account managers and 100 local partners to build a sustainable pipeline, and working in a diverse team of 12, consisting of team members from Singapore, Malaysia, Philippines, Indonesia, Thailand

Project: Microsoft – Enterprise commercial sector, Thailand market

Mar 2018 – Sep 2018

- Managed and generated \$1.2 million sales pipeline in a quarter, and maintained 100 enterprise accounts, thereby increasing quarter revenue by \$300,000
- Sourced new sales opportunities through inbound lead follow-up and outbound warm calls and cold calls Executed daily outbound phone calls and emails, contacted key decision makers, built quick rapport and assessed needs, and routed qualified opportunities to the appropriate partner for further development and closure
- Maintained and expanded the database of prospects across Thailand
- Communicated and liaised with local Account Managers to build pipeline and close deals
- Recorded all customer information and maintained tele-qualification records on prospective clients in CRM

TDCX Singapore, Digital Marketing Consultant

Singapore

Project: Facebook – SMB market, APAC region

Sep 2015 – Mar 2018

- Elected by the management team to manage VIP clients, including Singha, DBS, Samsung, increasing advertising revenue from \$100,000 to \$370,000 per month
- Optimized and customized clients' campaign strategies based on their needs, closing every quarter with \$100,000 actual sales, while working in a team of 70
- Proactively followed-up with clients to convert inbound and outbound enquiries into sales; Cross-sell and upsell new products and features such as Canvas, Shop section, Facebook pixel, and Lead form, with 80% conversion

Unilever, Change Management Consultant (SAP)

Thailand

Project: Thai Trading Project – Internal SAP Implementation

Jun 2013 – Jun 2015

- Led the transformation initiative of internal SAP implementation project by applying structured methodology, assessing change management activities, and integration with global activities across 3 phases (north area, south area, others)
- Assessed the change impact from switching from manual to system, created change management strategy, conducted regular impact assessments across multiple stakeholder groups and multiple rollouts
- Led effective communication with various stakeholders, including 300 sales staff across Thailand, 60 staff in the project team, and distributors, regarding the scope and impact of the expected changes, plan and delivered stakeholder engagements to strengthen adoption and commitment of SAP implementation
- Reviewed and monitored UAT with test team, liaised with business development team on SAP ERP and coordinated the post-implementation review and communicated results to global team, driving continuous process improvement

Mitsubishi Elevator (Thailand), Assistant to Director (Business Analyst)

Thailand

Project: Internal ERP Project Implementation

Oct 2011 - May 2013

- Gathered, validated, and documented business requirements.
- Modelled business processes and identified opportunities for process improvements.
- Identified issues, risks and benefits of existing and proposed solutions and outlining business impacts.
- Created functional specifications for solutions.
- Supported business transition and helping to establish change
- Implemented and tested of solutions

Tata Consultancy Services, Associate Consultant

Philippines

Project: AMEX Credit Card Terminal Project Implementation

Nov 2010 - Sep 2011

- Worked as a Business Analyst for Cards Terminal interact, solicit requirements, and advise senior-level business users
- Worked closely with business users, operations and project team members on project initiation, implementation and post-implementation support.
- Verified that the user requirements are achievable and support business users during UAT and post-implementation phases.
- Collaborated with IT teams to resolve issues. Work with Solution Architects, Systems Analysts, and Developers to produce high quality deliverables

Mastek Ltd, Business Analyst

Thailand

Project: Ocean Life Insurance Project Implementation

Apr 2010 - Sep 2010

- Gathered business process management and business requirements of the customers and translated them to specific software requirements
- Regularly reviewed project performance within the organisation to identify continuous improvement opportunities
- Translated and simplified business requirements for development and testing team.

IBM Thailand Co Ltd, Project Coordinator

Thailand

Project: KBANK Internal Project Implementation

Apr 2008 - Mar 2009

- Liaised with clients to identify and defined project requirements, scope and objectives
- Planned meetings and organized project logistics
- Coordinated project schedules, resources, equipment, and information

Diethelm Limited, Project Coordinator

Thailand

Project: SAP Internal Project Implementation

Sep 2006 - Mar 2008

- Monitored the daily progress of projects
- Provided detailed updates to project managers or other stakeholders
- Ensured team members have the supplies and resources they need to complete their assigned tasks on time and within their budget limits

EDUCATION

University of Technology, Sydney, NSW, Australia – MBA, Major: Information Technology

2004 – 2006

Assumption University, Bangkok, Thailand – BBA, Major: Information Technology

2000 – 2004

DOB, SKILLS & INTERESTS

DOB: 01/11/1982

Languages: Proficient in English & Thai; **Interests:** traveling, reading fashion magazines, dancing