

Kaweewat Chatchawanchaowiwat

DigitalMarketing | SocialMedia | Brand & Content Strategy | AI-Native Marketing Operations

Marketing operator running dual-brand social and paid for premium Bangkok hospitality under The Mall Group (Tribe Sky Beach Club + Escape Bangkok) — built the brand's AI-augmented Marketing OS from scratch with Notion DBs + Claude + MCP integrations across Meta Ads / Motion / Supermetrics. Combines content production (50 posts/month, bilingual TH/EN), performance analytics, and end-to-end production planning. Looking to join a team that ships fast and obsesses over the work.

Work Experience

Tribe Sky Beach Club & Escape Bangkok / DHE Co., Ltd. (The Mall Group) | Apr 2026 – Present

Marketing Lead — Brand, Performance & Content

- Built brand's **Marketing OS from scratch** + architected **AI-augmented workflow** (Claude + MCP across Notion, Meta Ads, Motion, Supermetrics, Google Drive) — replaced manual asset reuse with structured + semi-automated pipeline.
- Established **50-post monthly cadence** across Tribe (~46K IG) + Escape (~13K IG); every cycle grounded in 30-day Meta Ads + Motion + Supermetrics performance audit.
- Designed **Ice Bath Challenge HERO** — Bangkok's first rooftop ice bath. Activated 8 micro/nano influencers + 4 paid boosts in teaser → launch → recap arc.
- Delivered **Bangkok Bank M VISA x TMG partnership** on-time + launched **first-ever Happy Hour creative** at Escape (B1G1 wine/cocktail, 5–7PM) — converting zero-asset whitespace into weekly drip.
- Owned **photographer brief**: consolidated 50 shots into 4 shoot days vs typical 8+ — reducing studio production overhead by ~50%.

GTA V Online Gaming Platform | 2024–2025 (6 months)

Digital Community Lead — Independent Project

- Scaled platform to **1,000+ active users in 4 months**; promotional strategy (20K THB budget) drove **200+ user registrations & 500K+ impressions**.
- Managed **200K+ THB project budget**; oversaw 40+ server scripts and 150+ custom UX/UI assets end-to-end.

Ejan | Jun – Oct 2023 (3 months)

Social Media Admin

- Published **200+ pieces of content per week** across **3 channels (IG / FB / TikTok)**, maintaining consistent brand voice and audience cadence.

Reboot Intergroup Co., Ltd. | 2022 (2 months)

Strategic Planner

- Researched **10+ competitor brands**; surfaced positioning insight that informed brand's distribution expansion strategy.
- Supported expansion of sales channels from online-only to **20+ offline distribution points**; coordinated **10+ KOLs** end-to-end (outreach, briefing, performance tracking).

AI-Augmented Workflow

Use Claude (Sonnet 4.6 + Opus 4.7) with MCP integrations to:

- Audit performance data weekly across Meta Ads + Motion + Supermetrics
- Generate caption + photographer-brief drafts at scale (50+ posts/month)
- Manage 50+ Notion entries via batch operations + schema design
- Draft 1-month content plans for human review and approval

Human-led creative & strategic decisions. AI-led execution & analysis.

Education

Bangkok University

Bachelor of Business Administration (B.B.A.)

Major in Digital Marketing | 2018–2022

Contact

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Portfolio

IG @tribeskybeachclub

IG @escapebangkok

Achievements

ThaiBev Corporation

Strategy Management Competition

1st Place out of 48 Teams | 2022

- Won business strategy competition involving market analysis, brand-launch planning, and marketing strategy presentation.

Core Skills

- AI Agent Orchestration:** Hands-on with Claude (Sonnet/Opus) + MCP-integrated tooling to scale marketing operations.
- Cross-Platform Performance Marketing:** Paid + organic across Meta, IG, FB, TikTok with creative-level analytics.
- Data-Driven Decision Making:** Prioritizes verified sources and clear measurement; comfortable with multi-tool dashboards.
- Continuous Learning:** Processes complex information quickly; active interest in marketing tooling and trends.

Tools & Software

Advertising & Analytics

Meta Business Suite, Meta Ads Manager, Motion Creative Analytics, Supermetrics, TikTok Ads, Google Trends, Wisersight, Google Analytics

Content & Design

Canva, Capcut, Adobe Photoshop

Productivity

Microsoft Office, Google Workspace, Notion

AI Tools

Claude (Sonnet 4.6 + Opus 4.7 with MCP integrations) — Notion, Meta Ads, Motion, Supermetrics, Google Drive, ChatGPT, Higgsfield, Gemini

Certifications

- Google Ads Certified
- ThaiBev Corporation

Languages

- Thai: Native
- English: Working Proficiency