

candidate-1-global-hotel-group-dmm

Candidate 1 — Global Hotel Group Digital Marketing Manager

Role targeted: Digital Marketing Manager **Location requirement:** Based in Bangkok / Thailand **Experience requirement:** 5+ years in the hotel industry

Anonymized profile (no names, profile URLs, or direct contact identifiers).

- **Current role:** Digital Marketing Manager – Global Hotels & Resorts
- **Location:** Bangkok, Thailand
- **Industry focus:** Hospitality / hotels (global portfolio)
- **Profile overview:** Leads digital marketing for a major international hotel group, driving Google Ads performance and ad strategy for hotel properties worldwide. Experienced in building digital marketing communication plans, campaign ideation, and acquisition marketing. Prior background in a major messaging/social platform and completed a Google digital marketing program.
- **Relevant skills:** Google Ads / Performance Marketing, SEM, digital advertising, campaign strategy, hospitality marketing.
- **Connections/network:** 500+ connections, active industry recruiter.
- **Education:** B.Sc. in Marketing, leading Thai university.
- **Why they qualify:** Mid-senior manager directly owning hotel digital/performance marketing at the group level, based in Bangkok, with hospitality-marketing expertise.