

candidate-10-group-assistant-dmm-hotel-group

Candidate 10 — Group Assistant Digital Marketing Manager, Hotel Group

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 within the document, company names are fictitious).

Current role

- **Title:** Group Assistant Digital Marketing Manager
- **Company:** Cobalt Hotels Group (dummy hotel group)
- **Tenure:** Mar 2023 – Present (3+ years)
- **Location:** Bangkok, Thailand (on-site)

Profile overview

Digital marketing and operations professional based in Bangkok, currently managing digital marketing at group level for a hotel group. Combines marketing data analysis with a background in operations, customer experience, and service management. Conducted hospitality research on service quality and management frameworks.

Experience history

- **Group Assistant Digital Marketing Manager — Cobalt Hotels Group** (Mar 2023 – Present, Bangkok): Digital marketing for the hotel group; marketing data analysis.
- **Operations Team Lead — Clarion Support Services** (Jun 2022 – Feb 2023): Operations and team leadership.
- **Researcher — Thammasap Institute of Development Administration (dummy university)** (Jul 2020 – May 2022): Research on improving service quality and management frameworks in hospitality businesses.
- **Assistant Operations Manager — Lattice Information Technology (dummy)** (Feb 2020 – Jul 2020, Bangkok).

- **Operations Manager — DigiServe Corporation** (Mar 2019 – Feb 2020).
- **Customer Service Manager — MoveNow (dummy logistics/delivery)** (Mar 2017 – Feb 2019, Bangkok): Customer experience and service operations management.
- **Senior Customer Service Associate — SwiftCourier (dummy on-demand delivery)** (Mar 2015 – May 2016).
- **Call Center Specialist — Teledata Media (dummy)** (Mar 2014 – Feb 2015).

Skills

Marketing data analysis, digital marketing, operations management, team leadership, project management, customer experience, customer service operations.

Why they qualify

Currently holds a digital marketing manager-level role within a hotel group in Bangkok, with hospitality-focused research background and strong data/analytics and operations skills — a growth-oriented candidate for a hotel Digital Marketing Manager role.