

candidate-6-senior-dmm-hotel-group

Candidate 6 — Senior 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).

Current role

- **Title:** Senior Digital Marketing Manager
- **Company:** Cobalt Hotels Group (dummy hotel group)
- **Tenure:** Mar 2025 – Present
- **Location:** Bangkok, Thailand (on-site)

Profile overview

Results-driven digital marketing professional with 14+ years in digital marketing and advertising. Career spans performance/PPC, SEM, display, digital product management, and campaign analysis. Deep expertise in multi-touch attribution, campaign experimentation, and conversion optimization.

Experience history

- **Senior Digital Marketing Manager — Cobalt Hotels Group** (Mar 2025 – Present, Bangkok): Leads hotel-group digital marketing; Facebook Ads, performance dashboards, and +14 skills.
- **Campaign Specialist — FusionPay (dummy payments network)** (Mar 2024 – Aug 2024, Bangkok, contract): Customer data mapping, segmentation, and targeted campaigns; delivered +62% average ticket size during a major Thai holiday period via tier-based promotions.
- **Product Manager & Campaign Analyst — BrightPath Media Asia** (Jun 2021 – Mar 2024, Bangkok): Digital advertising experimentation across Google & Facebook Ads; standardized campaign structures and trained ad operations teams.
- **Digital Marketing Manager — Azure Isle (dummy luxury resorts)** (Jun 2019 – Jun 2021, Bangkok): Managed digital channels and website traffic; drove direct

bookings via conversion goals; implemented Google Tag Manager pixels; explored acquisition channels; led EDM campaigns; migrated marketing platform to HubSpot; used Opera hotel database for reporting.

- **Customer Success Manager — AppSense (dummy mobile attribution tech)** (Sep 2018 – Jun 2019, Bangkok): App attribution and multi-touch analysis; deep-linking and deferred deep-linking implementations.
- **Digital Marketing Manager — StreamVerse** (Nov 2017 – Sep 2018, Bangkok): Acquisition and engagement campaigns; mobile app marketing and carrier bundling.
- **Performance Marketing Manager — Lumière Beauty SEA** (Jan 2017 – Oct 2017, Bangkok): Paid campaigns across SEM, Facebook, GDN; omnichannel and mobile app campaigns.
- **PPC/SEM Specialist — TravelNest (dummy travel booking tech)** (Dec 2009 – Jan 2017, 7+ years): Facebook & Google Display retargeting; SQL/VBA/Excel-based PPC experimentation; Google Ads Editor; managed Indonesian market.

Education

- Ramkhamhaeng University (dummy)

Skills

Digital Marketing, Microsoft Excel, SQL, CRM, Project Management, Google Analytics, Facebook Ads, performance marketing, SEM/PPC, attribution analysis.

Why they qualify

Direct, current senior digital marketing leadership in a hotel group, based in Bangkok, with 14+ years of experience including a prior hotel-industry digital marketing role (Azure Isle) and 7 years in travel/hospitality tech (TravelNest).