

candidate-7-dmm-distribution-resort-group

Candidate 7 — Digital Marketing & Distribution Manager, Resort 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:** Digital Marketing and Distribution Manager
- **Company:** Meridian Resort Group (dummy luxury resort group)
- **Tenure:** Sep 2025 – Present (previously Digital Marketing Manager at same property, Sep 2023 – Oct 2025)
- **Location:** Bangkok, Thailand (remote)

Profile overview

Hotel marketing specialist with 10+ years concentrated almost entirely in the hotel industry, spanning luxury and international brands. Combines digital marketing, e-commerce, and distribution/revenue management with hands-on campaign execution across web, SEO/SEM, email, social, and display.

Experience history

- **Digital Marketing & Distribution Manager / Digital Marketing Manager — Meridian Resort Group** (Sep 2023 – Present, Bangkok, remote): Owns digital marketing and distribution strategy for the resort.
- **Marketing Operation Manager — Nova Publishing Group** (Dec 2020 – Sep 2023, Bangkok): Customer service team leadership, KPIs, customer insight analysis, cross-promotion and distribution operations.
- **Digital Marketing Manager — Royal Palm Phuket Resort and Spa** (May 2019 – Dec 2020, Phuket): Planned and executed all web, SEO/SEM, database marketing,

email, social media, and display advertising campaigns; liaised with eCommerce and Revenue Management teams; managed annual marketing plan, promotions, and campaigns to drive incremental revenue; optimized spend based on insights.

- **Ecommerce Manager — The Grand Prestige Bangkok Hotel** (Jul 2015 – Sep 2018, Bangkok): Managed internet projects end-to-end; OTA partnerships and campaigns; digital ads, retargeting, and placement; TripAdvisor and review-site reputation monitoring; booking-flow optimization on all online channels; e-commerce budget management.
- **Assistant E-Commerce Manager — The Royal Princess Hotel / City Hotel & Tourism** (Oct 2014 – Jun 2015, Bangkok): E-marketing strategies, GDS/paid & natural search marketing, OTA partnerships, rate loading, STR/RateView/Google Analytics intelligence.
- **Assistant E-Commerce Manager — Horizon Hospitality** (Jul 2013 – Oct 2014, Bangkok): Online trends, conversion-rate optimization, competitor rate monitoring, promotional planning.
- **E-Commerce Assistant — Alto Hotels and Resorts** (Nov 2011 – Jul 2013, Bangkok): Online advertising content, web traffic and revenue analysis, campaign launches.

Education

- Bachelor of Arts (B.A.), English Language and Literature, Northgate University (2003–2006)

Skills

Digital marketing, e-commerce, SEO/SEM, OTA management, distribution, revenue optimization, Google Analytics, Microsoft Excel, Opera, customer experience, loyalty.

Why they qualify

Manager-level digital marketing owner in a leading luxury hotel brand, Bangkok-based, with 10+ years of hands-on hotel digital marketing, e-commerce, and distribution experience across multiple resort and hotel properties.