

candidate-9-hotel-digital-marketing-specialist

Candidate 9 — Hotel Digital Marketing Specialist (Founder & Consultant)

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:** Marketing Communications Manager
- **Company:** Vivid Stays Phuket (dummy lifestyle hotel)
- **Tenure:** Sep 2024 – Present
- **Location:** Phuket, Thailand (on-site) / Bangkok base

Profile overview

Digital-first hotel marketer with 8+ years as founder of a digital marketing consultancy and a decade of hospitality marketing roles across international hotel brands. Combines SEO, paid media, social media, content, and campaign strategy with hands-on hotel property marketing.

Experience history

- **Marketing Communications Manager — Vivid Stays Phuket** (Sep 2024 – Present, Phuket): Owns marketing communications for the property; SEO, research collaboration, +16 skills.
- **Founder — Digital Marketing Consultancy** (Aug 2016 – Sep 2024, Bangkok, freelance): Digital marketing consultancy services.
- **Digital Marketing Specialist — BrightWorks / MeetHub / Pulse Media** (Aug 2020 – Sep 2023, Bangkok): Digital marketing across multiple clients.
- **Marketing Communications Manager — Siam Speedway Circuit** (Nov 2019 – Jul 2020): Brand key and B2B brand responsibilities.

- **Marketing Communications Manager — Casablanca Hua Hin Resort & Spa** (Jul 2018 – Nov 2018, Hua Hin): Hotel marketing communications.
- **Marketing Communications Manager — Altias Hotels and Resorts** (Dec 2017 – May 2018, Bangkok): Property marketing at Altias Atrium Bangkok.
- **Marketing Communications — Riviera Plaza Bangkok** (Jan 2016 – Dec 2017, Bangkok): Hotel marketing communications.
- **Grand Meridian Hotels (Kuala Lumpur)** (Sep 2014 – Dec 2015, Malaysia): Marketing Communications and **Digital Marketing Manager (Food & Beverage)**; social media management and PPC.

Why they qualify

Based in Thailand with 8+ years of dedicated hotel marketing across multiple international hotel brands (lifestyle, resort, and midscale), plus a digital marketing consultancy background (SEO, PPC, social). Strong fit for a hotel-industry Digital Marketing Manager role.