



 I'm Rittikiat, Martech & AI Engineer

about.

Play mini game and visit my website at :
<https://magesy.pages.dev/>



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Dynamic Marketer and Developer with 5 years of experience, specializing in Martech & AI Engineer, Ads Performance, and Data Analysis. Possessing a unique hybrid skillset.

I bridge the gap between technical development and strategic marketing to drive growth for both B2B and B2C businesses. I thrive in high-pressure environments and am eager to join a larger organization where I can tackle complex challenges and deliver impactful results in the Commerce and Tech sectors.

experience.



Officemate - Martech & AI Engineer

2026 April - Still Working

Leveraged technical expertise and marketing technology platforms to manage end-to-end data integrations, bridging the gap between Business and IT teams to optimize customer engagement and ROI."



Monaclinic - Digital Performance

2025 Nov. - 2026 Feb.

I manage an online sales team (Chat & Telesales) where I oversee operational planning and analyze sales and ad performance across Facebook, LINE, TikTok, and IG. My primary focus is on strategizing media budget allocation for effective Retargeting campaigns to drive sales goals. Additionally, I leverage CRM tools to enhance customer management and ensure data integrity.



Ourgreenfish - Mar-tech & CRM Onboard

2023 Dec. - 2025 Nov.

Strategic MarTech Specialist experienced in CRM implementation and optimization. Integrates HubSpot, LINE, Facebook for unified customer journeys. Designs Loyalty Programs and utilizes advanced data analytics to adoption and drive measurable business results. Job Description



Principal Healthcare - Data scientist

2022 Oct. - 2023 Dec.

Collaborated with Agile teams to develop and maintain reports using Jasper Studio (Crystal Report) and HIS - Centrix. Applied Data Science principles and advanced MongoDB to optimize query performance, ensuring high accuracy and efficiency in the healthcare domain.

education.



University of the Thai Chamber of Commerce

GPA. 3.01 (2021 Oct. - 2023 Oct.)

- Computer Engineering and AI



Panitchayakan rajdamnern technological College

GPA. 3.49

- Diplomar of Marketing

skill.

Data-scientist

Agentic Engineer

Project Managing

AI

Automation



Meta



Claude



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01 Martech and AI Engineer



As a Marketing Technology (MarTech) / CRM Specialist, I own and manage end-to-end marketing technology platforms including CRM, Marketing Automation, Analytics, Tagging, Search, and Personalization tools. I act as the key connector between business teams and IT/engineering teams, translating business requirements into technical specifications and vice versa to optimize marketing strategies and enhance the customer journey.

What did i ?

AGENTIC AI

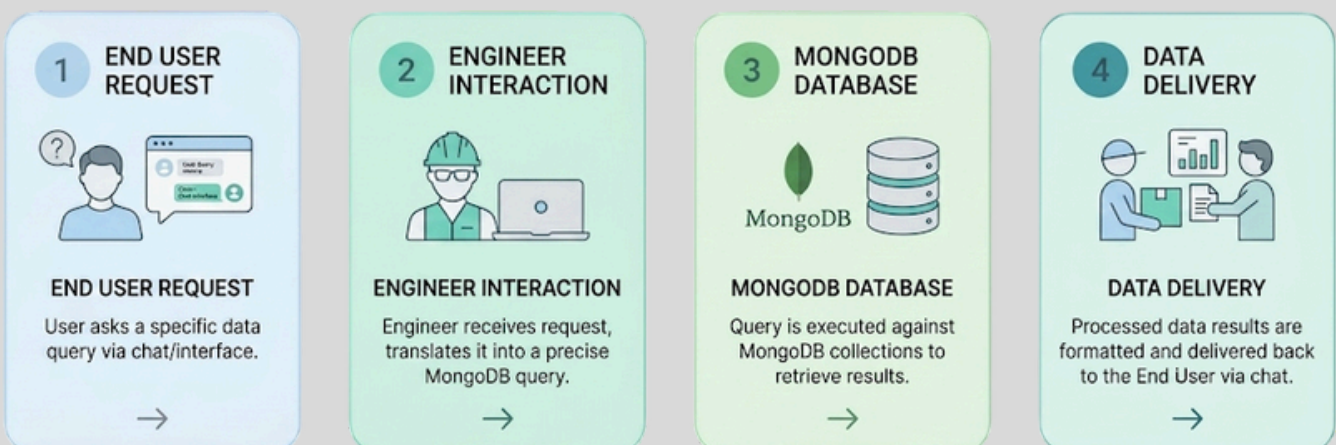


- Marketing Technology Platform Ownership: Owned and managed CRM, marketing automation, analytics, tagging, search, and personalization tools end-to-end, ensuring data accuracy, stability, and scalability across systems.
- API Integrations & Data Flows: Managed API integrations and data flows between marketing platforms to maintain seamless communication, compliance with data privacy/security standards, and optimal performance.
- Cross-Functional Collaboration: Served as the bridge between Marketing, Business, and IT/Engineering teams, translating requirements and facilitating seamless integration of marketing technologies.
- Data Analysis & Insights: Analyzed marketing data to generate actionable insights and recommendations, supporting data-driven decisions that improve engagement, customer experience, and ROI.
- Process Optimization & UAT: Led User Acceptance Testing (UAT), investigated root causes of issues, coordinated fixes with technical teams, and designed solutions to enhance operational efficiency.
- Training & Knowledge Sharing: Conducted training sessions for team members on new and existing marketing technologies and tools while staying current with the latest MarTech trends and best practices.
- Strategic Support: Supported cross-functional teams (Marketing, Agency, and Sales) with technical expertise and data-driven insights to optimize digital marketing efforts, customer segmentation, and overall performance.

02 Data Scientist



Engineered and maintained custom data using to support data-driven decision-making in the healthcare sector. Collaborated across technical and clinical teams to translate requirements into actionable insights, while providing end-user training, troubleshooting, and continuous workflow optimization.



03 Business and Growth Strategy



As a Digital Marketing Specialist, I oversee the company's online presence across Facebook, LINE, TikTok, and Google Ads with the primary goal of optimizing online sales. My role involves close coordination with the Marketing and Admin teams to manage promotions, facilitate sales closing, and resolve emerging issues. Additionally, I analyze performance reports to derive customer insights and develop strategic plans for both short-term problem-solving and long-term growth.

Growth Marketing

I led a strategic initiative to develop and integrate disparate sales channels into a centralized system. By consolidating this data, I enabled the team to clearly visualize customer segments and target audiences as a unified whole. Furthermore, I leveraged these insights to acknowledge the unique nature of each platform, allowing us to tailor our strategies and maximize advertising efficiency and planning precision.

What i did ?

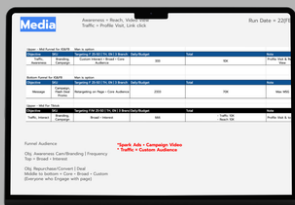
- **Strategic Budget Allocation:** Planned and managed marketing budgets across various channels, ensuring allocation was aligned with the assigned budget and proportionate to the customer distribution in each sales channel.
- **Process Optimization:** Analyzed internal team workflows through observation and feedback to identify areas for improvement and designed tailored solutions to enhance operational efficiency.
- **Data Analysis & Reporting:** Consolidated customer data into actionable reports to inform the team, facilitating collaborative problem-solving to address issues impacting sales performance in both the short and long term.
- **Cross-Functional Support:** Supported the Marketing, Agency and Online Sales teams by coordinating efforts and contributing to strategic planning using data-driven insights.



04 CRM & Retention Strategy

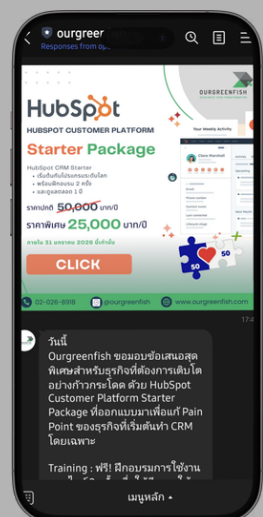
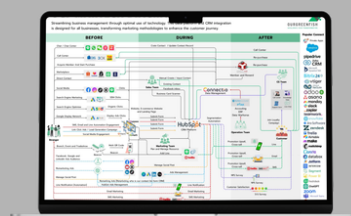
Google Ads & Meta Ads

- Optimized advertising budgets to align with KPIs and enhance overall campaign efficiency
- Collected and analyzed data from Google, LINE, and Meta Ads to generate comprehensive reports aimed at optimizing internal workflows and marketing strategies.



LINE & Facebook Push Notification

- Strategized and executed promotional broadcasts via Email, LINE, and Facebook to drive sales and enhance brand awareness.
- leveraging product data to target specific audience segments based on demographics (age, gender) and user behavior.



thankyou looking forward to work with you.