

Kaweewat Chatchawanchaowiwat

Digital Marketing | Social Media | Brand & Content Strategy | AI-Native Marketing Operations

AI-Native Marketing Operations. Sole owner of the marketing data and systems stack at a 15-branch Xiaomi Authorized Store chain — internal tools, automated data pipelines and AI production systems, built with AI coding agents rather than a development team. Previously built the Marketing OS from scratch for The Mall Group's premium Bangkok hospitality brands (Tribe Sky Beach Club + Escape Bangkok). The pattern across both: join a team with no system in place, and leave behind one that outlives the manual process. Looking to join a team that ships fast and obsesses over the work.

Work Experience

TTCX Mobility — Xiaomi Authorized Store, 15 branches | Jun 2026 – Present
Marketing Executive & AI

- Sole owner of the **marketing data and systems stack for 15 retail branches** — sales, stock, shelf price and unit cost, and store footfall — running as **8 internal systems and 11 automated pipelines**, built with AI coding agents, no dev team, at zero recurring infrastructure cost.
- Cut the daily all-branch stock pull from **50–70 minutes to 25 seconds** by replacing screen automation with a direct portal API — validated by reconciling **2,620 SKU-branch pairs at 99.4% agreement** across both sources.
- Shipped the company's **internal web platform** (Cloudflare Pages + Supabase Postgres) for branch staff and executives — sales against targets, stock, pricing and daily store reporting — with per-branch access control tested against live accounts.
- Turned nightly store reports posted as free text in LINE groups into a **structured database**: 93–100% field extraction across 145 reports, auto-flagging entries that contradict themselves or the sales portal.
- Built and piloted per-branch **LINE OA AI assistants** for customer enquiries — four operating modes (AI / FAQ / human agent / off) switched from a web dashboard, with per-branch knowledge bases store staff edit themselves without a deployment. Piloted on one branch; the rest await FAQ content.
- Built a repeatable **AI production system** for content — brand identity encoded as machine-read design specs across three video formats, with model routing across Seedance, Veo, Nano Banana Pro and GPT Image 2. **177 videos and 1,250 images** produced in-house.

Tribe Sky Beach Club & Escape Bangkok / DHE Co., Ltd. (The Mall Group) | Apr 2026 – May 2026
Social Media Officer

- Built brand's **Marketing OS from scratch** + architected **AI-augmented workflow** (Claude + MCP across Notion, Meta Ads, Motion, Supermetrics, Google Drive) — replaced manual asset reuse with structured + semi-automated pipeline.
- Established **50-post monthly cadence** across Tribe (~46K IG) + Escape (~13K IG); every cycle grounded in 30-day Meta Ads + Motion + Supermetrics performance audit.
- Designed **Ice Bath Challenge HERO** — Bangkok's first rooftop ice bath. Activated 8 micro/nano influencers + 4 paid boosts in teaser → launch → recap arc.
- Delivered **Bangkok Bank M VISA × TMG partnership** on-time + launched **first-ever Happy Hour creative** at Escape (B1G1 wine/cocktail, 5–7PM) — converting zero-asset whitespace into weekly drip.
- Owned **photographer brief**: consolidated 50 shots into 4 shoot days vs typical 8+ — reducing studio production overhead by ~50%.

GTA V Online Gaming Platform | 2024–2025 (6 months)
Digital Community Lead — Independent Project

- Scaled platform to **300+ active users in 2 months**; promotional strategy (20K THB budget) drove **200+ user registrations & 500K+ impressions**.
- Managed **200K+ THB project budget**; oversaw 40+ server scripts and 150+ custom UX/UI assets end-to-end.

Ejan | Jun – Oct 2023 (5 months)
Social Media Admin

- Mostly **image retouching and artwork** for the brand's daily posts across Instagram, Facebook and TikTok, keeping one consistent visual style.

AI-Augmented Workflow

Human-led creative & strategic decisions. AI-led execution & analysis.

Now, at TTCX	Claude Code as the delivery method for production systems — operating-rule files, reusable agent skills, MCP servers (Supabase, CapCut) and subagents. Ships data pipelines, internal web apps and video production tooling.
Before, at TMG	Claude + MCP across Notion, Meta Ads, Motion, Supermetrics and Google Drive — weekly performance audits, caption and photographer-brief drafts at scale (50+ posts/month), 50+ Notion entries via batch operations and schema design.

Education

Bangkok University
Bachelor of Business Administration (B.B.A.)
Major in Digital Marketing | 2018–2022

Contact

097-0734450
kaweewat.chat@gmail.com

Portfolio

kaweewat.pages.dev
Systems, case studies and clips

Achievements

ThaiBev Corporation
Strategy Management Competition
1st Place out of 48 Teams | 2022

- Won business strategy competition involving market analysis, brand-launch planning, and marketing strategy presentation.

Core Skills

- AI Systems Building:** Ships production systems with AI coding agents — data pipelines, internal web apps, access control and scheduled automation with monitoring.
- Cross-Platform Performance Marketing:** Paid + organic across Meta, IG, FB, TikTok with creative-level analytics.
- Data Reconciliation & Verification:** Validates every number against its source; cross-checks independent data sources and accounts for the variances.
- Documentation & Handover:** Every system ships with a runbook — what it does, how it fails, how to recover it — so it keeps running without its author.

Tools & Software

- Data & Systems**
Supabase (Postgres, Row-Level Security), Cloudflare Pages, Node.js, Python, SQL, Google Apps Script, LINE Messaging API, Git
- Advertising & Analytics**
Meta Business Suite, Meta Ads Manager, Motion Creative Analytics, Supermetrics, TikTok Ads, Google Trends, Wiseyesight, Google Analytics
- AI Tools**
Claude (Claude Code + API, with MCP integrations — Supabase, Notion, Meta Ads, Motion, Supermetrics, Google Drive), HyperFrames, Higgsfield (Seedance, Veo, Nano Banana Pro, GPT Image 2), ElevenLabs, ChatGPT, Gemini
- Content & Design**
Canva, CapCut, Adobe Photoshop
- Productivity**
Microsoft Office, Google Workspace, Notion

Certifications

- Google Ads Certified · 2026

Languages

- Thai: Native
- English: Reading proficiency; spoken basic