

## Jackie Ornuma Tisapramotkul, Ph.D.

59 Charoenakorn 13 Road  
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Thailand

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- *Extensive experience in international business and academia*
- *Expertise in cross-cultural communication, marketing, sales & strategic media planning*
- *Outgoing, open-minded and comfortable in multicultural environments.*

### Education

- Ph.D. in English as International Language June 2004 – March 2008  
Chulalongkorn University, Bangkok, Thailand  
Focus: Business and cross-cultural communication
- M.A. in International Studies September 1993 – December 1995  
University of Oregon, Oregon, USA  
Focus: International business and Thailand's rubber and latex industry
- B.A. in Arts June 1989 – March 1993  
Chulalongkorn University, Bangkok, Thailand  
Focus: English major

### Academic Experience

- Guest Speaker/Commentator  
August 2008-2011 “The Use of English and its Cultural Impact in Multinational Business Contexts”, English as International Language Program, Chulalongkorn University
- November 2007 “English Linguistics and Marketing Language”, Faculty of Arts, Silapakorn University
- Lecturer  
June-October 2007 “Business English” to 2<sup>nd</sup> year Engineering students, King Mongkut Institute of Technology North Bangkok
- November 2007 “English for Careers” to 4<sup>th</sup> year Engineering students, King Mongkut Institute of Technology Thonburi

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- Conference Presentations

March 2008 “A Genre-Based Study of English Recruitment Advertisements in Thai and English Daily Newspapers” International Conference on Language Teaching and Learning 2008, Institute of Modern Languages and Communication, Multimedia University, Petaling Jaya, Malaysia

June 2007 “Generic Variability of English Recruitment Advertisements in Thai and English Daily Newspapers” International Conference of Multi Development and Application of Language and Linguistics 2007, National Cheng Kung University, Taiwan, Republic of China

- Publications

June 2008 “Generic Variability of English Recruitment Advertisements in Thai and English Daily Newspapers” *Language across Cultures*, 1, 171-204

March 2008 “A Genre-Based Study of English Recruitment Advertisements in Thai and English Daily Newspapers” a full paper in the proceedings accompanying the international conference on language teaching and learning, organized by Institute of Modern Languages and Communication, Multimedia University, Petaling Jaya, Malaysia. (Conference proceedings)

## Professional Experience

### **Eon Events Pte. Ltd.**

April 2012 – Present

Managing Partner/International Marketing & Communication Consultant

- Delivered talks and lectures to universities at both undergraduate and graduate levels
- Provided consultancy to local businesses on working in international environment and cross-cultural communication
- Acted as an organizer for multinational clients staging local and international events

### **Madame Tussauds Bangkok Merlin Entertainments Group**

March 2010 – February 2012

Director of Marketing and Sales

- Responsible for the opening of Madame Tussauds Bangkok by driving brand awareness through consumer marketing, working with travel trade and tour operators and coordinating with the landlord to ensure a smooth set-up of the attraction

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- Drove visitor volume and revenue through the following channels
  - Trade sales - Opened up new markets in Asia and Russia, worked with local travel operators and retail agents, hotel concierges and schools, attended international travel trade events, and managed the trade sale manager and his team
  - Mall operations – Set up ticket sales counters in shopping malls and managed the street sales team
  - Promotions – Worked with major consumer brands and initiated promotional campaigns targeting price sensitive local residents and to boost volume during off-peak trading periods.
  - Joint partnerships – Collaborated with local attractions e.g. Siam Ocean World and Siam Park City to sell joint-attraction tickets to both consumer and trade visitors
- Drove brand awareness through innovative, on-brand PR activity, differentiating the brand from other competitors through figure stunts and promoting genuine royal and celebrity endorsements.
- Organized wax figure launches, managed celebrity visits and acted as Madame Tussauds Bangkok's spokesperson
- Took responsibility for product development - chaired think tanks, determined the wax-figure list each year and ensured it reflected consumer research
- Designed branded collateral & outdoor signage and managed leafletting strategy in city to ensure enough high profile sites were secured each year to drive brand awareness.
- Set up Madame Tussauds Bangkok website to develop customer relationships and drove online ticket sales through cutting edge web initiatives.

**Pacific Asia Travel Association (PATA):**  
Associate Director – Marketing Services

June 2008 – March 2010

- Developed and implemented the Association's customer relationship management program as part of an organization-wide effort to improve member retention rates and develop key market segments for membership growth.
- Ensured the Association's membership revenue grew in accordance with PATA's Strategic Plan and Annual Business Plan.
- Managed the PATA membership team in Bangkok and provided support to the operations of regional offices in China, the Gulf, Europe, Pacific and North America.
- With the support of a software developer and external agencies, developed a plan to converge the association's multiple databases and use technology to interact more efficiently with members.
- Identified partners in the travel and tourism business to increase PATA brand exposure and awareness
- Worked with Directors of Strategic Intelligence Center, Events and Corporate Communications to develop compelling sales and promotional collateral.
- Planned and coordinated marketing activities with media partners and event organizers.
- Represented and, where necessary, spoke on behalf of PATA at conferences, seminars and trade shows in Asia Pacific and beyond
- Participated at PATA Board of Directors Meetings and served as a staff liaison for PATA Advisory and Category Committees.

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### **N. J. International Media Co., Ltd.:**

July 1998 – October 2004

Partner & Director

- Managed advertising sales of international titles, namely, BBC World, the Financial Times, Conde Nast Traveler, Business Week, South China Morning Post, the Telegraph (UK), CEI Asia Pacific, Vogue (Australia).
- Coordinated relationships between international media owners and various Thai clients such as the Tourism Authority of Thailand, Thai Airways International, Board of Investment, Department of Export Promotion and their advertising agencies.
- Managed the company's P&L, budget system and cashflow, financial statements and taxation.
- Directed one-off publishing projects to increase the company's turnover, including recruiting part-time staff, managing sales team, organizing press conferences and reporting to the publisher.
- Attended overseas sales conferences, training courses and travel shows.

### **Bangkok Post & Martin Clinch Associates Ltd.:**

February 1996 - June 1998

Advertising Sales Manager

- Directed the advertising sales of CNN International, South China Morning Post and Cathay Pacific Inflight Magazine in Thailand.

## **Achievements & Awards**

- Awarded a one-year scholarship as an exchange student in Perth, Australia
- 1<sup>st</sup> class honor and a gold medal for being top of class from the Department of English, Faculty of Arts, Chulalongkorn University
- Received an excellent distinction for Ph.D. dissertation and final presentation

**References** – Available upon request