

CHOKCHAI TAWANRAT

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SUMMARY

AI & Growth Strategist with seven years across APAC retail, e-commerce, and growth tech. Lead lifecycle, CRM, and AI-powered automation across six markets — and build the internal tools when off-the-shelf doesn't fit. Shipped a custom B2B sales platform, a multi-channel marketing automation engine, and an internal project tracker, all replacing paid SaaS. Skilled in CleverTap, Claude Code, predictive segmentation, A/B testing, and cross-functional leadership.

PROFESSIONAL EXPERIENCE

FunNow Group (incl. Eatigo business unit)

Bangkok, Thailand

Senior Business Partner — AI Growth & Strategy, Group-level (Eatigo + FunNow)

Oct 2025 – Present

- Promoted from Lifecycle Growth Manager (Eatigo BU) to lead AI-powered growth at the group level: lifecycle, CRM, internal tooling, and sales operations spanning two brands and six APAC markets; systems used by 100+ people across the company.
- Built a custom B2B Sales Platform with Claude Code — auto-prospecting, AI-generated cold outreach, sentiment-classified replies, e-signature — replacing the legacy Zoho CRM contract; BD adds a merchant in under 3 minutes.
- Scaled a group-wide Marketing Automation Engine covering push, email, in-app, short-form video, and blog — AI drafts and localises per market; CleverTap orchestrates the journeys.
- Designed predictive segmentation (CLTV tier, churn risk, dormancy) and personalised lifecycle programs to maximise CLTV across markets.
- Shipped an internal Project Tracker (Kanban + Gantt + Docs) with two-way Slack sync and an AI scribe — replaced two SaaS subscriptions, adopted team-wide.

Lifecycle Growth Manager — Eatigo (FunNow Group business unit)

Aug 2024 – Oct 2025

- Led end-to-end lifecycle across 7 APAC markets — activation, retention, monetization, reactivation — to grow CLTV and reduce churn.
- Ran lifecycle automation, predictive segmentation, and personalised engagement in CleverTap across EDM, in-app, and push.
- Designed CRM programs including gamification, loyalty mechanics, and voucher strategies, tuned through A/B testing.
- Used AI to scale content production, improve segmentation accuracy, and lift campaign efficiency.

Lazada

Bangkok, Thailand

Thailand CRM Lead

Apr 2024 – Jul 2024

- Owned CRM for Thailand's non-paid traffic — strategy, planning, execution, and iterative optimisation.
- Ran A/B tests to lift CTR, CR, and retention KPIs; mentored the team on segmentation logic and personalised messaging.

Product Operations Associate

Jan 2024 – Apr 2024

- Worked with product developers in UAT to improve the Product Detail Page and streamline UX.
- Conversion analysis to lift CVR through funnel and content optimisation; ran the Reviewer Incentive Program to grow review volume.

CRM Associate

Aug 2022 – Dec 2023

- Owned customer communications end-to-end — brief to deployment — across CRM channels.
- A/B tested content for relevance and engagement; owned Thailand CRM KPIs.

Central Department Store

Bangkok, Thailand

Content Marketing Project Manager

Sep 2021 – Aug 2022

- Managed SKU migration across online and offline channels for data accuracy and digital UX.
- Improved warranty modules on Central Online via content restructure.

Content Traffic Department Manager

Jun 2021 – Sep 2021

- Led daily ops and cross-team coordination for on-time delivery; improved process visibility through structured tracking.

Content Marketing Coordinator

Mar 2021 – Jun 2021

- Coordinated SKU data, production schedules, and QC with stakeholders.

SELECTED PROJECTS

B2B Sales Platform — AI & Growth Strategist · Product Owner, FunNow Group

2025 – 2026

- Custom CRM replacing legacy Zoho — auto-prospecting pipeline ingests leads, enriches with AI, dedupes against existing book of business.
- AI-generated cold outreach sequences (1–4 touches) across email + chat; reply sentiment auto-classified into Cold/Warm/Hot/Won.
- Persona-aware UI for BD reps, country leads, lead-gen managers, and sales-ops; e-signature integrated at close.
- Stack: Claude Code, Supabase, Lovable / Vite, OpenAI, Lead enrichment APIs, E-contract integration.

Marketing Automation Engine — Lifecycle Growth Manager → Senior Business Partner, Eatigo + FunNow 2024 – 2026

- Group-level lifecycle and content engine across 6 APAC markets (TH, TW, MY, SG, PH, HK) covering push, email, in-app, short-form video, and blog.
- AI drafts copy and localises per market; humans review and approve. CleverTap orchestrates journeys driven by predictive segmentation (CLTV tier, churn risk, dormancy).
- Internal admin tool replaces vendor SaaS for set-up and asset routing — team operates at multi-market speed without scaling headcount — about 84 hours of manual setup handed back every month across 7 markets.
- Stack: CleverTap, Claude Code, CDP segmentation, AI content generation, A/B framework, Internal admin tooling.

Project Tracker — Builder · PM · Designer, FunNow Group 2025

- Three views on one source of truth — Kanban for daily flow, Gantt for the quarter, Docs for context behind every task.
- Two-way Slack sync: status flips when threads resolve; updates flow back to the channel.
- AI scribe drafts the weekly recap from activity logs — PMs edit, never draft from scratch. Replaced two SaaS subscriptions on rollout.
- Stack: Claude Code, Supabase, React + TS, Slack integration, OpenAI summariser.

EDUCATION

Srinakharinwirot University

Bangkok, Thailand

Bachelor of Science in Psychology | 2013 – 2017

SKILLS

CRM & Engagement CleverTap, Braze, Marketing Automation, Segmentation, Personalization, Journey Mapping, Retention Strategy, Loyalty & Voucher Mechanics, Predictive Modeling, Lifecycle Optimization

AI & Automation Claude Code, Claude (Sonnet/Opus), OpenAI API, n8n, Prompt Design, AI Content Generation, Reply Classification, Auto-prospecting Pipelines, AI Summarisers

Data & Analytics A/B Testing, Funnel Optimization, Cohort Tracking, Behavioral Analysis, KPI Frameworks, Tableau, SQL (basics), Google Analytics

Build & Tools Supabase, Lovable, Apify, Notion, Slack Workflows, Webhooks, CDP, CMS, Internal Admin Tooling, Zoho CRM

Channels Push, Email / EDM, In-app, Short-form Video, Long-form Blog, WhatsApp, LINE

Soft Skills Cross-functional Leadership, Project Management, Communication, Problem-solving