

Nopphasin 'PonPon' Sukpatcharaporn

Web Developer, Squad Manager, Digital Project Manager

I lead a talented team of copywriters, UI designers, developers, and project managers to create remarkable and user-friendly websites and digital products for our clients. I'm comfortable working with agile methodologies and has experience collaborating with colleagues from different cultural backgrounds.



English (Fluent), Thai (Native)



Bangkok City, Thailand



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Work Experience

Sep 2023 - Feb 2024 | Orange Cap Innovative Co., Ltd., Thailand Project Manager (Travel Product)

- Manage the project definition for scope, objectives, feasibility
- Plan to ensure resource mobility including timeline, availability and resources allocation
- Manage internal resources and third parties vendors for the execution of projects
- Regularly report project progress and escalate issues to team leaders and above as required

Oct 2021 - Feb 2023 | Pronto Marketing, Thailand Support Squad Manager

- Lead the meetings, find the ways to bring the squad together as a cohesive unit that wants to deliver better website UX to the clients
- Plan and implement squad goals to align with company goals
- Advise and share ideas on squad member development plans and implement those plans
- Hold regularly 1:1s with squad members
- Hold the squad members accountable for their responsibilities and commitments
- Conduct 6-month performance reviews for squad members (developer, designer, editor, and project manager) and coach them on how to improve their performances

Jul 2021 - Sep 2021 | Pronto Marketing, Thailand Support Squad Leader

- Provide technical WordPress support
- Create responsive web UI to support mobile and desktop devices
- Proactively escalate points for resolving squad or client issues
- Oversee squad productivity and promote and implement continuous improvement in the tools and processes
- Organize tasks in the development team and implement to meet the development timeline
- Collaborate with other squad members (designers, editors, and project managers) to improve workflows

Oct 2020 - June 2021 | Pronto Marketing, Thailand Senior WordPress Administrator

- Provide technical WordPress support
- Create responsive web UI to support mobile and desktop devices
- Modify code to fix errors

Feb 2013 - Sep 2020 | Pronto Marketing, Thailand Website Producer & Support Engineer

Soft Skills

- Management
- Team Building
- Leadership
- Empathy
- Flexibility
- Active Listening
- Problem Solving
- Constructive Feedback
- Agile Methodologies
- Project Management

Technical Skills

- WordPress
- Bootstrap
- Elementor Builder
- Divi Builder
- Bakery Builder
- WooCommerce
- Shopify
- Front-End Development
- HTML
- CSS
- Trello
- Jira
- Figma
- Wireframing
- UX Design
- Responsive Design

Education

Thammasat University, Thailand
B.A. Journalism and Mass Communication,
Advertising (2005 - 2009)

Certifications

- [Agile with Atlassian Jira](#)
- [Figma UI UX Design Essentials](#)
- [UX Design for Mobile Application](#)
- [User Experience for Web Design](#)
- [Accessibility for Web Design](#)
- [Empathy in UX Design](#)
- [No-Code Planning Principles for the Web](#)
- [Shopify Essentials for Web Developers: From Store Setup to Custom Themes](#)
- [Google Workspace Specialization](#)



December 5, 2022

To Whom It May Concern,

I'm very pleased to recommend Nophasin (PonPon) Sukpatcharaporn for a position in your company. I've had the pleasure of managing PonPon for almost 2.5 years, in which I've seen him grow from a WordPress Support Engineer to a senior, team lead, and finally a manager.

In his role as Support Squad Manager, PonPon co-managed a team of 10 people responsible for all large scale website edit projects, ranging from building new pages to implementing a WooCommerce store and custom solutions. As manager, PonPon was responsible for meeting both company and team goals, ensuring team productivity, efficiency, and quality, and finding areas for continuous improvement. With his team, he also carried out regular 1:1s, team meetings, retrospectives, and performance reviews.

During my time as his manager, he displayed two outstanding qualities that I'm confident would be of great value to any company:

First, he shone as a natural leader who people enjoy working with, even before he became a manager. He created a friendly, comfortable working environment for his team, and was able to communicate effectively throughout the company, coach people through issues and conflicts, and create connections on both a professional and personal level. He recently helped lead a large in-person meeting where we focused on team building, discussion, and a reflection of the year's performance. This was invaluable in a company which is now fully remote.

Second, he always displayed excellent big picture, critical thinking when it came to his team and how we could meet the needs of our customers. When presented with an issue, he was able to quickly come up with a solution to improve our teams, tools, or processes. Not only did he implement new ideas, but he was diligent at documenting and communicating changes to the team and stakeholders. A notable example was when we were suffering from quality issues; he worked with the team to develop comprehensive checklists for checking every type of task. These helped improve quality largely, and are still in use today.

Although I'm sad to lose such a valuable team member, I can see great potential for PonPon's future in the UX and digital sector, and am sure he will succeed and grow in any new challenges as he did here at Pronto!

If you require any more information or examples, please feel free to reach out to me at melissa@prontomarketing.com and I'm happy to help in any way I can.

Kind regards,

A handwritten signature in blue ink that reads "Melissa Farnworth". The signature is fluid and cursive, with the first name "Melissa" and last name "Farnworth" clearly distinguishable.

Melissa Farnworth
Head of Support
Pronto Marketing



Pronto Group Ltd.
15 Rajanakarn Building 3rd Floor,
Soi Pradipat 17, Pradipat Road,
Phayathai, Phayathai Bangkok, 10400 Thailand

To whom it may concern,

I am writing to highly recommend Nopphasin (PonPon) Sukpatcharaporn, who worked at Pronto Marketing for several years in a variety of roles. PonPon started his career at Pronto in an entry-level front-end development role and through hard work, dedication and a passion for his craft, he grew to become the manager of our Level 2 Support squad.

During his time at Pronto Marketing, PonPon consistently demonstrated exceptional leadership skills, a commitment to excellence and a passion for innovation. He was able to effectively manage a team of project managers, copywriters, designers and developers, ensuring that all projects were completed on time and to the highest standards.

In addition to his leadership skills, PonPon has a keen eye for detail and a strong understanding of website design and development. He was able to provide valuable input and feedback to the team, ensuring that our clients received user-friendly and visually appealing updates to their websites.

PonPon was a valuable member of the Pronto Marketing team and his contributions were essential to our success. I have no doubt that he will be an asset to any organization he works for. I highly recommend him for any managerial or web development role and I am confident he will bring his passion, expertise and leadership skills to any team he leads.

Please don't hesitate to contact me if you need further information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tim Kelsey", with a stylized flourish at the end.

Tim Kelsey
Managing Director
Pronto Marketing
tim@prantomarketing.com