



KRIANGKRAI VONGPREEDA

CAREER ATTRIBUTES:

- Comprehensive knowledge of MICE, Catering, Wedding & Event Management
- Experiences in forecast, production and budget
- Market Analytical
- Experiences in SMART plan & department promotions
- Thailand Mice Venue Standard
- Coyle audit score 86.6%

SKILLS:

- Writing 90%
- Speaking 95%
- Reading 90%
- Microsoft Excel 90%
- Microsoft Word 90%
- Microsoft Power Point 90%

EXPERIENCE

18 Apr'23 - Present

Crowne Meetings Director

- Oversee four team members and in charge of S&M in the absence of DOSM
- Weekly forecast, budget, monthly P&L & business trend analytical
- Partnership with outsource for special wedding promotions i.e. photo backdrop, gallery, head of ceremony and more to stimulate the demand
- Partnership with sister property to attract demand for wedding couple
- Partnership with well-known website (Sabuy wedding & Wedding list) for exclusive wedding promotions
- Planning ahead for department promotions on hotel web site & social medias
- Specialize in build up business base i.e. training series & capture city wide events on each period (pharmaceutical/healthcare, education, NGO/government)
- Grow MICE revenue by 39% (THB 8.7 M) 2024 VS 2023
- Grow Wedding segment (24 couples) by 12.7% 2024 VS 2023
- 8.8% revenue growth YoY in catering, wedding & MICE
- 13.8% profitability growth for the department
- Sales call, Singapore Sales Trip & Hong Kong Sales Trips
- Initiate meeting planner survey & Crowne Meeting Concierge

19 Aug'19 – 7 Apr'23

Assistant Director of Sales, Group MICE & Catering at The Westin Grande Sukhumvit 19 August

- Segments Wedding, Catering & MICE
- Market expertise in consulting, oil & gas, energy, medical, chemical, logistics, trading, consumer products, retail, NGO, government, chamber & embassy

18 October 2018 – 19 April 2019

Assistant Director of Sales – Catering at Sofitel Bangkok Sukhumvit

- Proactively going out for sales call, site inspection & customer entertainment
- Segments local corporates & government

6 June 2018 – 9 October 2018

Assistant Director of Events at Bangkok Marriott Hotel Sukhumvit

- Delegates tasks & manage the department in overall

1 March 2016 – 6 June 2018

Account Director – Events at The Westin Grande Sukhumvit

- Segments - corporates inbound & MICE accounts

May 2015- 1 September 2014

Event Services Manager at Royal Orchid Sheraton Hotel & Towers

- Take care of all group segments

VOLUNTEER EXPERIENCE OR LEADERSHIP

1 September – 30 October 2013

- Event Concierge (task force) at Sheraton Macao

EDUCATION

2011 ROOSEVELT UNIVERSITY, Chicago, Illinois- Master of Science in Hospitality and Tourism Management

2010

ROOSEVELT UNIVERSITY, Chicago, Illinois

- Executive Certificate in Hospitality and Tourism Mangement

2007

NEW YORK UNIVERSITY, New York

- Certificate of Hospitality and Tourism Management

2005

BANGKOK UNIVERSITY

-Bachelor of Arts Majoring in English

2001

BODINDECHA SING SINGHASENI SCHOOL

-Grade 7-12



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Reference check is available upon request