CREDENTIALS

Parit Ritchai

Founder of SE Ocean

Connecting business, technology and people
From hands-on delivery to organisational design



13

years of experience · 2013–2026
Towards 14 years in 2027

Meet Parit through her work

Parit Ritchai is the founder of SE Ocean, with 13 years of experience since 2013. Her work has grown from digital marketing and websites to international teams and the connections between strategy, organisational structure and people.

Her experience includes Unilever Thailand SEO through OLIVER APAC, Fastwork Thailand and Indonesia, Prudential, and digital marketing at BrandThink. More recent work includes organisational development at Amhealth Asia and early-stage work with Swedish startup TenSRC.

Education: BBA, Digital Marketing, Dhurakij Pundit University · Scholarship recipient

Explore experience records and supporting evidence

A widening scope of work

2013

Solving problems through hands-on work

Turning client briefs into marketing and websites

2023

Expanding across teams and markets

Thai-market SEO for Unilever with OLIVER APAC

2025

Connecting strategy, structure and people

Designing roles, decision-making and cross-functional collaboration

SEO within a global organisation

OLIVER

SEO Specialist, Contract
OLIVER APAC / Unilever Thailand
June 2023 – May 2024

OLIVER is a global agency network known for its in-house agency model. I worked under the APAC team, with responsibility for SEO in Unilever's Thailand market.

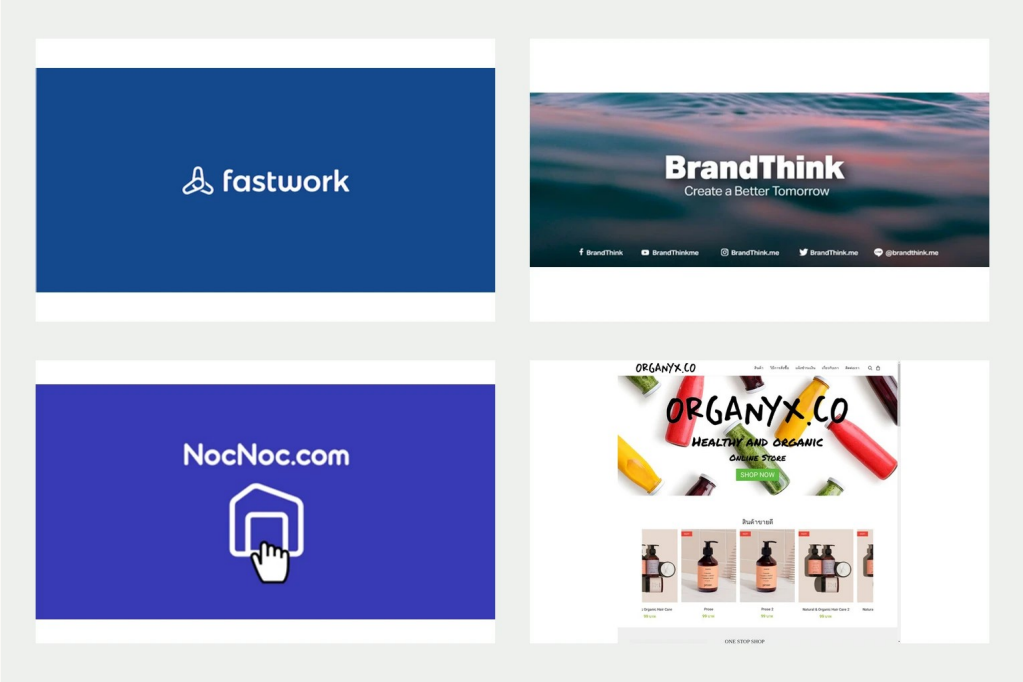
The role connected search and content expertise with FMCG brands and organisational workflows. It required attention to audience needs, brand goals and coordination with other contributors.

Full story and evidence



Brand examples from the original work portfolio

Experience across different business contexts



Before founding SEOcean, I worked on client projects through former employers and agencies across platforms, finance, property and media.

Documented projects include Fastwork in Thailand and Indonesia, Makro HoReCa Academy, Prudential, At Mind, Tecnogas, BrandThink, NocNoc, Organyx and the Thai Digital Asset Association.

Personal work before the company’s founding, mostly delivered through former employers or agencies.

[Full story and evidence]

SEOcean to SE Ocean

Founder & Executive Director
March 2024 – present

I founded SEOcean with SEO and marketing as its initial focus. The company later repositioned as SE Ocean to address broader questions involving strategy, ways of working and products.

SEOcean and SE Ocean are the same company. My earlier expertise remains part of the foundation. Today, each engagement begins by clarifying the problem and determining an appropriate scope.

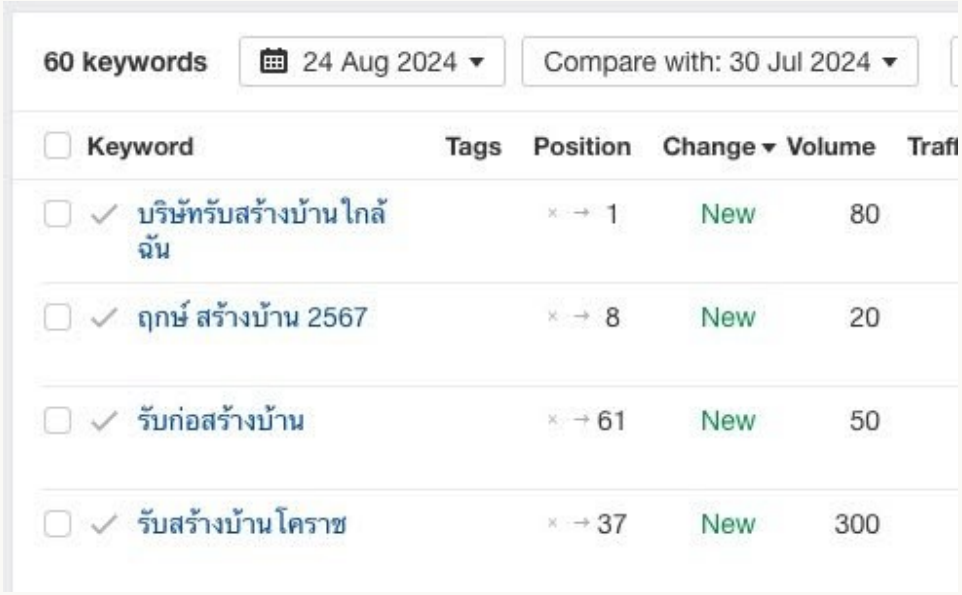


Understanding the problem shapes the scope of work

Full story and evidence

The first month of a long-term engagement

MONTH 01



Case study and scope of the results

A property and home-building client had maintained a self-built website for years with no search traffic. I directed the company's SEO work around the client's services and the locations it needed to reach.

The record comparing 30 July with 24 August 2024 shows early ranking improvements, including Local SEO and page-one or page-two visibility. It offered concrete evidence of initial progress.

The work continued across Google Business Profile, service pages and UX/UI, connecting discovery with opportunities to contact the business. The relationship continued beyond this first-month snapshot.

AgenSea

2025–present · Development paused, open to future possibilities

A prototype built on ASLS-01

Started in 2025, building on ASLS-01, a concept developed by Parit, to explore transparency, accountability and trust between agencies and clients.



Development is currently paused. The project has not closed and remains open to future possibilities.

Read the context, approach and project status

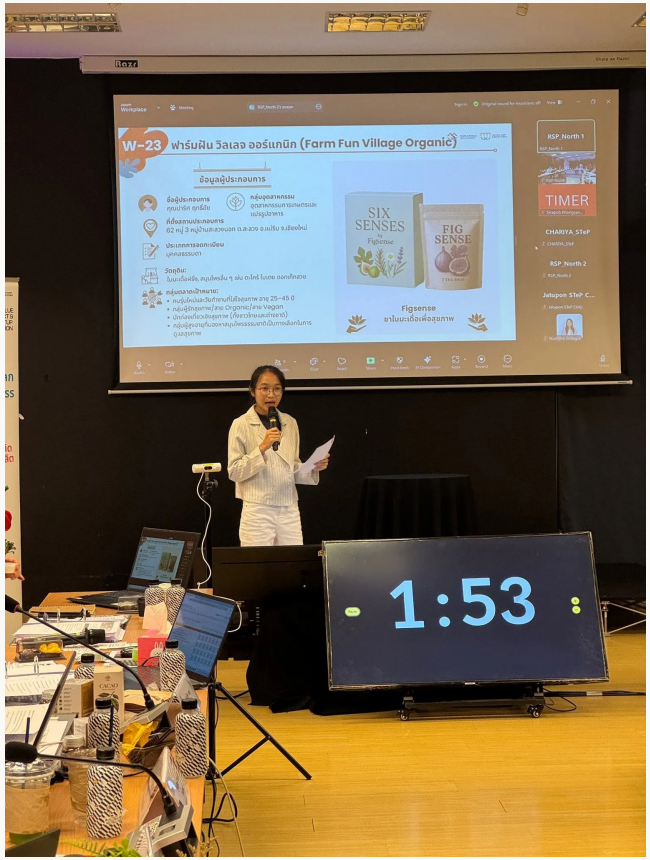
Farm Fun Village Organic

2025–present · Development paused, open to future possibilities

One project, two product-development paths

Chili products — Build reasons to choose through verifiable quality, connecting business constraints with evidence and trust.

Figsense — Explore the value of fig leaves beyond the fruit through a tea prototype and drinker trials. Not on general sale.



Read the context, approach and project status

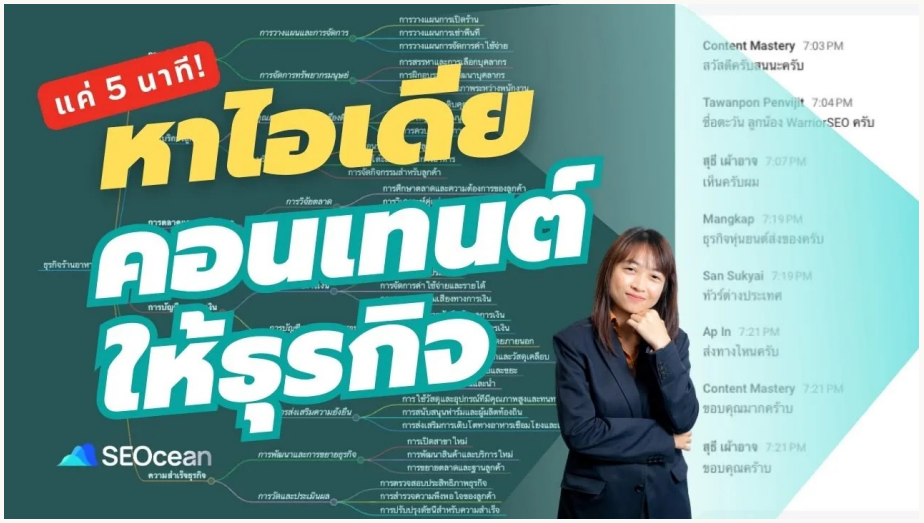
Teaching and sharing experience



Invited MBA guest lecturer

Invited to teach WordPress and SEM/SEO to postgraduate MBA students at Mae Fah Luang University over two days in September 2024.

Full story and evidence



Workshop: AI, Content & SEO

Led an online workshop on 15 May 2024, exploring AI for business ideas, content and SEO.

Full story and evidence

Building with a team

Both awards recognise team achievements



JWC#6 / 2014

First place, Best Website

Selected for Web Marketing while in Grade 10. A randomly formed cross-discipline team built a 1 Day Trip website in 24 hours. I presented the Marketing component.

Full story and evidence



THNG Camp #10 / 2020

Third place, THB 5,000 team prize

Joined the Internet Governance & Hackathon camp, explored internet technology for society, and represented the team in its stage presentation.

Full story and evidence

Learning that expands what I can build







Data & AI

NIDA, 48 hours

Data+AI for Marketing Communication in the Next Era, November 2021.

Food Biotechnology

Professional qualification, Level 5

Passed the food biotechnology professional assessment in August 2025.

Business & Innovation

Entrepreneur development

GSB, NIA and NEA programmes added business, innovation and trade perspectives to my projects.

Perspectives from people with different experience



Hospitality & Tourism

Millionaire Club, 2026

A conversation with Kitti Pornsiwakit, former board member of the Tourism Authority of Thailand, on hospitality, wellness and nomads.



AI Adoption & Transformation

OpenAI Build Week, 2026

Learning at Cleverse in Bangkok, covering the use of AI and the redesign of business workflows.



Creators & Content

iCreator Conference, 2019

Conversations with Mint of I Roam Alone, Menn of SeedThemes, M of MacThai/Mango Zero, and Wongnai's Nai Hoi–Lam Song.

Authored thinking by Parit Ritchai

Parit publishes observations from work with people, technology and organisational structures through SE Ocean, inviting readers to question and consider their own context.

Parit Ritchai Framework	Coherence between stated intentions, authority and accountability
Structural Transparency Protocol	What must be visible to understand how work is structured
ASLS-01	A standard Parit developed for assessing the legitimacy of agency structures

These are Parit’s authored conceptual works, published through SE Ocean.

How I work

01 **Understand the problem**

Start with the business goal, the people involved and the constraints that actually exist.

02 **Examine what we know**

Research and compare evidence, separating established facts from ideas that still need testing.

03 **Make the work tangible**

Turn understanding into a website, content, product or workflow that fits the problem.

04 **Learn from the result**

Follow what happens, refine the work and communicate clearly so others can continue it.

SEO / INFORMATION ARCHITECTURE / SYSTEMS THINKING / AI-ASSISTED DEVELOPMENT

Continue the conversation about the work

For a conversation about work, co-creating a project, or an invitation to share experience.

hello@seocean.co.th

seocean.co.th LinkedIn / Parit Ritchai

Professional experience

November 2025 – Present

Organisational development at Amhealth Asia

Roles, decision-making and cross-functional working practices

October – November 2025

Building the foundations of Swedish startup TenSRC

Early-stage business and marketing with international founders

March 2024 – Present

Founder & Executive Director of SE Ocean

Connecting business goals, strategy and implementation

February 2026 – Present

Writing and developing ideas

Authored writing and conceptual work including STP and ASLS-01

June 2023 – May 2024

SEO Specialist — OLIVER APAC / Unilever Thailand

Thai-market SEO across development, content and strategy teams

July 2022 – February 2023

Digital marketing for BrandThink

Digital strategy, content, website UX and SEO

July 2022 – July 2023

SEO Specialist at ANGA Bangkok

On-page SEO and WordPress within an agency team

Prior organisational roles and independent projects are not a SE Ocean client list.

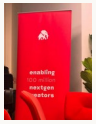
Professional experience

2013 – May 2024	**Independent Strategic Marketing Practice** Marketing, content, websites and audience analytics
June 2019 – December 2019	**Marketing Content Specialist at Mintedimages** Content strategy, creative coordination and performance reporting
January 2019 – May 2019	**Digital Content Specialist at The Founders Agency** Content production, publishing and communication metrics
March 2020	**Website Optimization for Chewathai** Website performance, code and image optimisation
Before founding SE Ocean	**SEO for Fastwork Thailand and Indonesia** SEO and website structure across Thailand and Indonesia
Before founding SE Ocean	**Website SEO in Prudential's insurance context** Website SEO supporting information and service discovery
Before founding SEOcean	**Client work before SEOcean — connecting business needs, SEO and websites** Assignments through former employers and agencies

Prior organisational roles and independent projects are not a SE Ocean client list.

Learning and qualifications

Click a title for the full account, images and supporting evidence.



Nov 2025

Yaru Creator

AI product learning that informed the AgenSea platform concept and prototype.



7 Sep 2025

Vibe Coding Workshop — Chiang Mai

A hands-on product-building workshop with AI at I GEER GEEK in Chiang Mai.



Aug 2025

Food Biotechnologist / Level 5

Passed the Level 5 Food Biotechnologist professional qualification assessment.



8–28 Jun 2025

Social Innovation Accelerator Thailand 2025

Social innovation learning with the Farm Fun Village Organic team to develop the initiative’s social purpose.



27–28 May 2025

Sustainable Innovation / NIA × CP

Sustainable innovation-based entrepreneurship training, Boost up Online, organised by NIA and CP.

Learning and qualifications

Click a title for the full account, images and supporting evidence.



3 May 2025

GSB Step up Program 2025

Business development training with Government Savings Bank and King Mongkut's University of Technology Thonburi.



30 Apr 2025

Online Trade by NEA, Cohort 8 / Chiang Mai

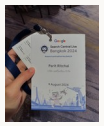
Online trade training through the New Economy Academy's eighth cohort in Chiang Mai.



25 Apr 2025

GSB STEP IN Innovator Network, Cohort 3

Joined the online innovation grooming programme in the third GSB STEP IN cohort.



9 Aug 2024

Search Central Live Bangkok 2024

Attended Google Search Central learning sessions on search and website development.

Learning and qualifications

Click a title for the full account, images and supporting evidence.



20 Apr 2024

Shortcut MBA & Marketing / EDDU

A short business and marketing course from EDDU.



9–30 Nov 2021

Data+AI for Marketing Communication / NIDA

Completed NIDA's 48-hour Data+AI for Marketing Communication in the Next Era course.



8–10 Sep 2020

Website & E-Commerce / depa, Cohort 2

Website and e-commerce training, Cohort 2, in the digital business development programme.



28 Oct 2019

Google Ads & Analytics / Google Office Thailand

Learned Google Ads Fundamental and Google Analytics at Google's Thailand office.

People and events

Click a title for the full account, images and supporting evidence.



18 Jul 2026

OpenAI Build Week — Bangkok

Learning about Codex, AI Adoption and AI Transformation at Cleverse in Bangkok.



7 Jun 2026

Millionaire Club Meetup / Occa's

Discussed hospitality, tourism, wellness and nomads with Kitti Pornsiwakit, former Tourism Authority of Thailand board member.



13 Jun 2025

ProPak Asia 2025

Explored processing, production and packaging technology at BITEC Bangna.



28 Aug 2024

Web Wednesday 25.0 — F_CKUP AI

Attended Web Wednesday 25.0: F_CKUP AI, exploring perspectives on experience with AI.



19 Apr 2023

Web Wednesday 23.0 — AI & MarTech

Joined Web Wednesday 23.0 on AI & MarTech during the early generative AI wave.

People and events

Click a title for the full account, images and supporting evidence.



2023

Bok Teer – Beer Talk 2023 #1

Joined a business conversation about ChatGPT, its opportunities and its implications for work.



5 Oct 2022

Web Wednesday 22.0 — Secrets of Doing Digital Business

Attended Web Wednesday 22.0: Secrets of Doing Digital Business.



14 Nov 2019

START IT NOW / Chula Tech Startup

Heard five speakers discuss their beginnings, setbacks and paths to creating their own work.



7 Nov 2019

iCreator Conference 2019

Conversations with creators from I Roam Alone, SeedThemes, MacThai/Mango Zero and Wongnai.

Further professional development

Chiang Mai World Class Wellness City Program

Perspectives on city and wellness-business development

Lead Generation Accelerator / Semrush

Creating business opportunities through digital channels

Search Trends and Content Strategy / Semrush

Search trends and content strategy

Vibe Coding 2026: AI-assisted development

AI-assisted development practice

Articles and observations

Ten articles on people, decisions and the systems behind work.

When Everything Works — and Something Is Still Wrong

On Automation That Still Requires Fear

When Monitoring Becomes Emotional Labour

When the Tool Was Not the Problem

When Ownership Thinking Collides with System

Transparency Is Often Aesthetic. Rarely Structural.

When persistence alone is not enough

Making room to test before taking over

Why I chose not to build a dashboard

When “Employees Lack Ownership” Isn’t Actually

Explore more experience and published work at seocean.co.th/experiences.