Parit Ritchai

Founder & Executive Director · Marketing, systems & technology

Bangkok, Thailand · hello@seocean.co.th
seocean.co.th · LinkedIn / parit-ritchai

PROFILE

Founder and Executive Director of SE Ocean, with 13 years of experience since 2013. I connect business understanding with marketing, web technology and systems design. My experience includes agency roles, a contract SEO assignment for Unilever Thailand under OLIVER APAC, product development and invited postgraduate teaching.

CORE CAPABILITIES

Marketing & search: Enterprise and technical SEO, information architecture, content strategy, analytics and organic growth.
Systems & product: Systems thinking, governance design, workflow design, product architecture and AI-assisted development.

PROFESSIONAL EXPERIENCE

Synergy Architect & Organisational Development Consultant / Amhealth Asia

November 2025 - Present

Connect strategy, organisational structure and people across a multi-brand business. Design roles, decision-making, capability development and cross-functional working practices.

Head of Marketing (Contract) / TenSRC

October - November 2025

Worked with the international founding team of a Swedish technology startup from its early stage, connecting business foundations and market opportunities in Asia and Europe.

Founder & Executive Director / SE Ocean

March 2024 - Present

Founded SEOcean and developed its scope into SE Ocean: business strategy, project development, ways of working and digital systems. Author of STP and ASLS-01.

SEO Specialist (Contract) / OLIVER APAC, Unilever Thailand

June 2023 - May 2024

Responsible for Thai-market SEO, working with development, content and strategy teams across the APAC organisation.

Digital Marketer / BrandThink

July 2022 - February 2023

Developed digital marketing and content strategy for an online media platform, alongside website UX analysis and SEO.

SEO Specialist / ANGA Bangkok

July 2022 - July 2023

Delivered on-page optimisation and WordPress work within an agency team.

EARLIER WORK

Mintedimages · Marketing Content Specialist · Jun-Dec 2019
The Founders Agency · Digital Content Specialist · Jan-May 2019
Independent Strategic Marketing · 2013-May 2024 (including concurrent freelance work)

Selected work

Projects, teaching and professional development

SELECTED PROJECTS & EVIDENCE

AgenSea / Platform concept and prototype

2025 - Present | Prototype; development paused

Started in 2025, building on ASLS-01, a concept I developed. A prototype exploring trust, transparency and responsibility between agencies and clients. Development is paused; the project remains open to future possibilities. Project account.

Farm Fun Village Organic / Project lead

2025 - Present | Development paused

Developed agricultural products through two distinct lines: chili products focused on verifiable quality and trust, and Figsense fig-leaf tea exploring value beyond the fruit. Development is paused, with future possibilities open. Project account.

SEOcean / First month of a long-term client engagement

Real estate and home-building, 2024

Directed SEO around client services and target locations. The 30 July - 24 August 2024 record shows early ranking improvements. Long-term work continued across Google Business Profile, service pages and UX/UI. Case study.

Earlier portfolio: Hands-on client work before founding SE Ocean, mainly through former employers and agencies, includes Fastwork (Thailand and Indonesia), Makro HoReCa Academy, Prudential, BrandThink and NocNoc. A Chewathai website project in March 2020 involved code, image and performance optimisation. Portfolio context.

TEACHING & RECOGNITION

- **Invited MBA guest lecturer, Mae Fah Luang University:** Taught WordPress and SEM/SEO to postgraduate students over two days in September 2024.
- **AI, Content & SEO workshop:** Led an online workshop on 15 May 2024, connecting AI with business ideas, content and search.
- **JWC#6, 2014:** First place, Best Website (team award). Selected for Web Marketing while in Grade 10. Presented the marketing component of a 1 Day Trip website built by the team in 24 hours.
- **THNG Camp #10, 2020:** Third place with a THB 5,000 team prize in Internet Governance & Hackathon. Represented the team in its stage presentation.

EDUCATION & SELECTED QUALIFICATIONS

BBA, Digital Marketing · Dhurakij Pundit University · Scholarship recipient

Food Biotechnologist, Level 5 professional qualification (2025).
Data+AI for Marketing Communication in the Next Era, NIDA, 48 hours (2021).
Social Innovation Accelerator Thailand; sustainable innovation-based entrepreneurship, NIA × CP; GSB Step up and GSB STEP IN programmes (2025).
Chiang Mai World Class Wellness City Program; Lead Generation Accelerator and search/content strategy learning, Semrush; Vibe Coding L2: Silver.

TOOLS & LANGUAGES

Tools: WordPress, Vercel, Supabase, Cursor, Claude Code and the OpenAI ecosystem.
Languages: Thai (native); English (professional working proficiency).

More professional records, certificates and published work: seocean.co.th/en/experiences