

CREDENTIALS

Parit Ritchai

Connecting marketing, technology and business
through understanding and hands-on work

10+

years of hands-on work

Experience documented, 2013–2026

MARKETING / SYSTEMS / TECHNOLOGY



Understanding that leads to action

I am the founder of Paritsea and SE Ocean. Since starting independent work in 2013, I have built experience in marketing, websites and SEO through agency work and global organisations. I now apply that foundation to the companies and projects I build.

Across these roles, I focus on understanding the business and the people involved, then choosing an approach that fits. Today, I also apply this foundation to systems thinking, governance and AI-assisted product development.

Thai / Native

English / Professional working proficiency

Education

BBA, Digital Marketing

Faculty of Business Administration

Dhurakij Pundit University

Scholarship recipient

In this document

03 Professional journey

04 Selected work and projects

10 Teaching, awards and learning

13 People and published thinking

17 Complete experience records

Experience built since 2013

2013	2019–2020	2022–2024	2024–2026
Independent practice Strategic Marketing work built my understanding of businesses, content and websites.	Content and websites The Founders Agency, Mintedimages and a website optimisation project for Chewathai.	SEO in organisations ANGA Bangkok, followed by a contract with OLIVER APAC supporting Unilever Thailand.	Founding and building SEOcean developed into SE Ocean, alongside Paritsea and projects that put my learning into practice.

Some independent work overlapped with organisational roles. Individual dates and responsibilities appear in the appendix.

SEO within a global organisation

SEO Specialist, Contract

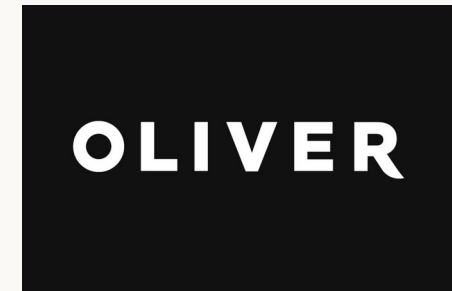
OLIVER APAC / Unilever Thailand

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.

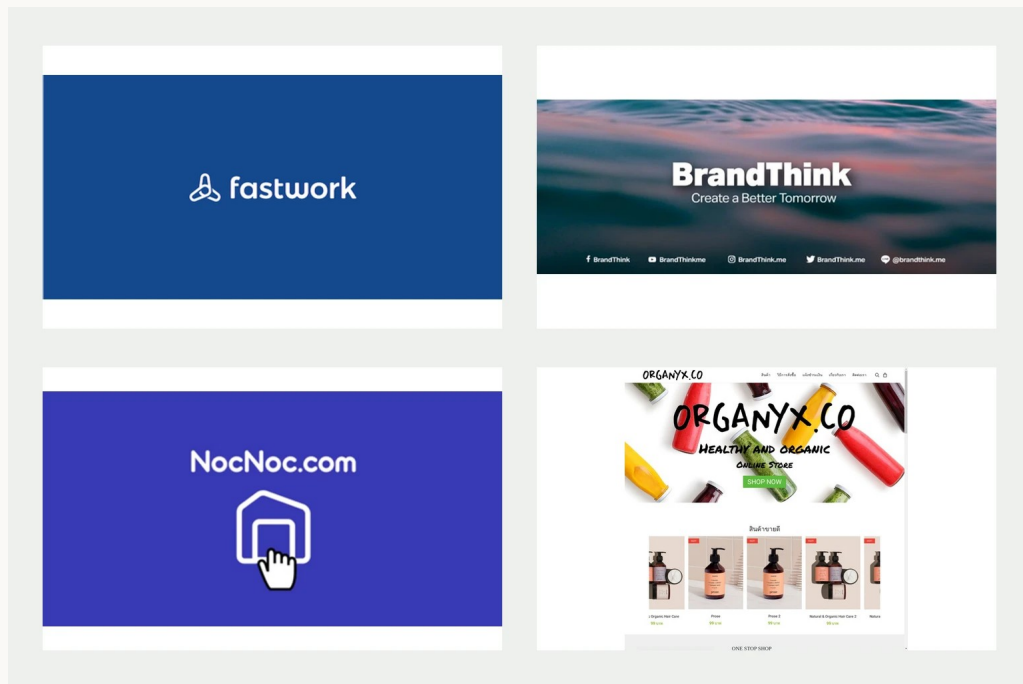
The role connected search and content expertise with FMCG brands and organisational workflows. It required attention to audience needs, brand goals and coordination with other contributors.

[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.

[Full story and evidence](#)



Understanding the problem
shapes the scope of work

The first month of a long-term engagement

MONTH 01

60 keywords		24 Aug 2024 ▼	Compare with: 30 Jul 2024 ▼		
☐ Keyword	Tags	Position	Change ▼	Volume	Traffic
☐ ✓ บริษัทรับสร้างบ้าน ไกล่ฉั่น		× → 1	New	80	
☐ ✓ ฤกษ์ สร้างบ้าน 2567		× → 8	New	20	
☐ ✓ รับก่อสร้างบ้าน		× → 61	New	50	
☐ ✓ รับสร้างบ้านโคราช		× → 37	New	300	

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.

AI learning that led to platform development

I joined Yaru Creator in November 2025, then applied learning about AI, idea selection and product experimentation to the development of AgenSea.

AgenSea is a platform concept and prototype focused on transparency, trust, roles and responsibilities among the people who work together through it.

Status: platform concept and prototype. The linked case study documents its design and current development status.

[Full story and evidence](#)



Farm Fun Village Organic

A project for agricultural value and social benefit

I lead this initiative to explore added value for agricultural materials, support farmers and contribute to Thailand's economy.

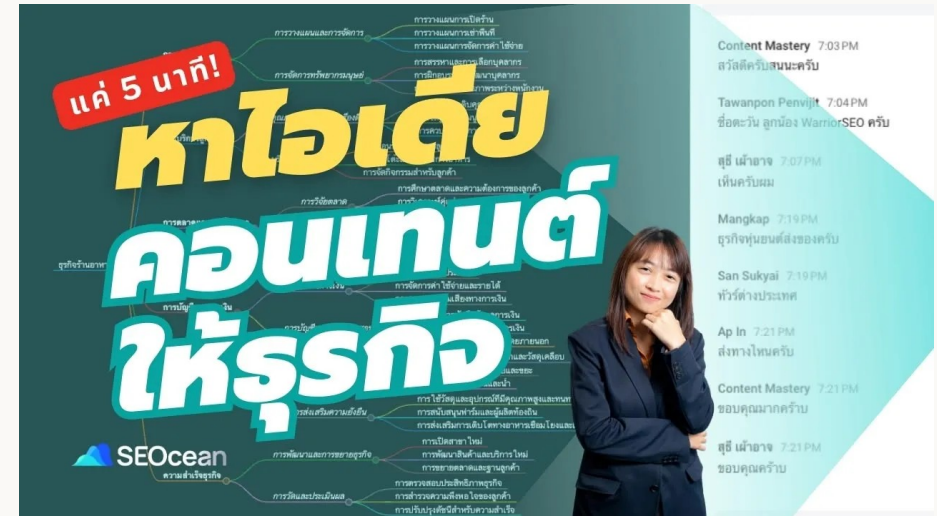
My work spans crop research, cultivation and materials, prototype development, and presenting the concept to organisations. Figsense is one pilot product within the wider project.

Figsense is in development and is not yet generally available for sale.

[Full story and evidence](#)



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.

Paritsea

A space for published thinking

I use Paritsea to share observations about people, technology and organisational structures, giving readers material to question and examine within their own context.



Paritsea Framework

Coherence between stated intentions, authority and responsibility.

Structural Transparency Protocol

What needs to be visible to understand the structure behind the work.

ASLS-01

Criteria I developed to examine the legitimacy of agency structures.

These are my authored conceptual works, published through Paritsea.

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.

Explore my work and the thinking behind it

For conversations about work, creating projects together
or invitations to share experience.

hello@paritsea.co

paritsea.co

[LinkedIn / Parit Ritchai](#)

[YouTube / @paritsea](#)

Professional experience

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

Feb 2026–present

[Founder / Paritsea](#)

Founded a public platform for articles and authored frameworks, protocols and standards about people and systems.

Mar 2024–present

[Founder & Executive Director / SE Ocean](#)

Founded SEOcean, then developed the same company into SE Ocean with a broader business and systems focus.

Jun 2023–May 2024

[SEO Specialist / OLIVER APAC, Unilever Thailand](#)

Contract SEO Specialist supporting Unilever’s Thailand market under the OLIVER APAC team.

Jul 2022–Jul 2023

[SEO Specialist / ANGA Bangkok](#)

Agency SEO work involving on-page optimisation, WordPress and collaboration within an organisational team.

2013–May 2024

[Independent Strategic Marketing](#)

Independent digital marketing, content and website work, informed by audience behaviour and analytics.

Professional experience

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

Mar 2020

[Website Optimisation / Chewathai](#)

Improved a real website through performance, image and code optimisation, with attention to usability.

Jun–Dec 2019

[Marketing Content Specialist / Mintedimages](#)

Marketing content work connecting a brand's message with the audience it wanted to reach.

Jan–May 2019

[Digital Content Specialist / The Founders Agency](#)

Digital content work in an agency setting, developing experience in communication and client delivery.

Before Mar 2024

[Client projects before founding SEOcean](#)

Hands-on client projects before founding the company, mostly through former employers and agencies.

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_CHECKUP AI

Attended Web Wednesday 25.0: F_CHECKUP 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 wellness businesses and city development

Lead Generation Accelerator / Semrush

Learning focused on lead generation through digital channels

Mastering YouTube Search Trends and SEO Strategies / Semrush

Search trends and content strategy for YouTube

Vibe Coding L2: Silver

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 Reality](#)

[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 a People Problem](#)

Explore more experience and published work at paritsea.co.