

Parit Ritchai

Founder & Executive Director · Marketing, systems & technology

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PROFILE

Founder of Paritsea and SE Ocean, with a documented journey in digital work 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

Founder / Paritsea

February 2026 - Present

Develop and publish independent work on people, organisational systems, accountability and decision-making. Author of the Paritsea Framework, Structural Transparency Protocol (STP) and ASLS-01, alongside public articles and implementation models.

Founder & Executive Director / SE Ocean Co., Ltd.

March 2024 - Present

Founded SEOcean around SEO expertise, then repositioned the same company as SE Ocean to address broader business, strategic and operational questions. Lead scoped engagements connecting business objectives with digital strategy, workflows and implementation.

SEO Specialist, Contract / OLIVER APAC, Unilever Thailand

June 2023 - May 2024

Responsible for Unilever's Thailand market under the OLIVER APAC team. Worked across technical SEO, content architecture and search analysis, collaborating with development, content and strategy teams.

SEO Specialist / ANGA Bangkok

July 2022 - July 2023

Delivered on-page optimisation and WordPress work within an agency team, connecting search visibility with content and website improvements.

EARLIER WORK

Marketing Content Specialist / Mintedimages · June - December 2019

Marketing content connecting brand messages with their audiences.

Digital Content Specialist / The Founders Agency · January - May 2019

Agency content, client requirements and delivery processes.

Independent Strategic Marketing · 2013 - May 2024

Freelance marketing, content and websites, with some work alongside organisational roles.

Selected work

Projects, teaching and professional development

SELECTED PROJECTS & EVIDENCE

AgenSea / Platform concept and prototype

AI-assisted product development

Applied learning from Yaru Creator in November 2025 to a platform concept addressing trust, transparency, specialist visibility and responsibility. Developed governance logic, workflows and data structures informed by STP and ASLS-01. [Project account](#).

Farm Fun Village Organic / Project lead

Agricultural value and social innovation

Lead agricultural value and social innovation work, from crop research and cultivation to prototypes and presentations. Figsense is one pilot product and remains in development. [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 SEOcean, 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 YouTube search/SEO 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: paritsea.co/en/experiences