

# PARADORN TRIVIPANON

Project Management Officer | Mechanical Engineering Graduate | Expertise in E-commerce, Data Analysis, and Project Coordination

## CONTACT

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## RELEVANT SKILLS

- Programming Languages - R, Python, C, Arduino (C++), Excel VBA, SQL
- Software Proficiency - CATIA, SolidWorks, Fusion 360, Ansys, MATLAB, Power BI (Desktop & Pro)
- Graphic Design - Adobe Photoshop, Adobe Illustrator
- Languages - Thai (Native), English (TOEIC: 810)

## PROJECT COMPETITIONS

- **Good Book Project**  
Data Science Project | February 2020 – April 2020
  - Created a machine learning model to predict the likelihood of fiction books becoming New York Times bestsellers.
- **BrainyTrash**  
Mechatronics Project | October 2019 – December 2019
  - Developed a smart trash bin capable of automatically detecting and sorting waste.
  - [Project Video](#)
- **Bermudan Option Analysis**  
Intro to Financial Engineering | October 2019 – December 2019
  - Analyzed Bermudan options using MATLAB and developed a GUI for user interaction.

## EDUCATION

### Bachelor of Engineering in Mechanical Engineering

Chulalongkorn University, Bangkok  
GPA 3.03, May 2020

### High School Diploma, Science-Math Gifted Program

Bangkok Christian College School, Bangkok  
GPA 3.35, February 2016

Results-driven IT Project Management Officer with experience in leading IT and business projects, designing system requirements, and optimizing processes to meet business objectives. Proficient in data analysis, user interface design, and project management, with a focus on enhancing operational efficiency in various sectors, including e-commerce and agriculture. Adept at collaborating with cross-functional teams to deliver impactful solutions.

## PROFESSIONAL EXPERIENCE

### Project Management Officer - Farm Business

January 2024 – Present

Charoen Pokphand Foods (CPF)

Trading Ltd., Bangkok

- Lead the design of requirements for a farm management application (iOS & Android) aimed at supporting shrimp farmers.
- Collaborated with farm executives, farmers, and the PO team to develop systems that enhance data usage and streamline farm operations.

#### Key Projects:

- Daily Checklist System: Organized farmer activities, implemented systematic recheck procedures, and created dashboards to analyze shrimp pond efficiency.
- Alert Tracking System: Implemented a ticketing system for problem reporting, tracking, and resolution in shrimp farming operations.
- Daily Farming Summary: Developed a summary system highlighting critical values in shrimp farming, facilitating daily planning and communication between farmers and executives.

### Project Management Officer - Trading Division

March 2021 – December 2023

Charoen Pokphand Foods (CPF)

Trading Ltd., Bangkok

- Collaborated with Sales Operations, Product Owners, and business stakeholders in CPF to design and gather requirements for IT projects.
- Conducted data cleansing, risk assessments, and data analysis using Python, SQL, and BigQuery.
- Designed user flows, Figma prototypes, and Power BI dashboards to support business needs.
- Prioritized project timelines and aligned IT deliverables with business goals.

#### Key Projects:

- Competitor Price Collection System: Developed a system to analyze competitor prices, creating a dashboard to optimize pricing strategies.
- Suggestion Price System: Designed a pricing model based on market data and competitor analysis.
- Forecast & Quota System: Balanced product demand with factory production capacity.
- Customer Management System: Implemented a system for collecting customer data and using AI to recommend products.
- Sales Driving Plan: Developed a system for setting sales targets and analyzing sales efficiency.

### E-commerce Project Management

August 2020 – February 2021

Charoen Pokphand Foods (CPF)

Trading Ltd., Bangkok

- Enhanced CP Freshmart B2B E-Commerce end-to-end operations, managing and executing online marketing strategies aimed at user acquisition and order generation.
- Conducted market analysis to identify opportunities, competitors, partners, and customer behaviors, resulting in targeted marketing campaigns and increased sales.
- Achieved a 378% growth in orders in December, boosting individual restaurant sales to 130k THB per month.
- Managed online marketing tools such as Facebook Ads and Google Analytics.
- Re-designed CPF's logistic routes to ensure 100% customer service level adherence.