



CHAYAPAT FONBAMROER

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EXPERIENCE

Consultant: Yaa Noinakorn Farm

2020 - 2022

- Analyze the economic situation in investing in which crops are grown for the highest return.
- Manage capital to reduce incurring costs and increase productivity.
 - Invest in water systems to increase sugarcane yield by 20%.
 - Reduce operating costs by 13%.
- Build a brand of grapefruit products to increase market opportunities and increase revenue by 150%.

INTRACURRICULAR ACTIVITIES

Leader of Marketing Seminar

2021

- Created an account on Instagram 'trick.talk.tree'.
- Conducted Research on factors affecting media selection of those interested in trees in the room.
- Planned media schedule date for post-presentation.
- Create content for the page's audience, increasing engagement by 13%.
- In 2 months, reach 12,690.

EXTRACURRICULAR ACTIVITIES

LINEMAN FOOD DELIVERY

2022

- Data preparation [Use Excel to clean, code, and categorize].
- Data analytics, analyze consumer insights [Use Pivot].
- Visualizations, it easy to analyze insights. [Use Pivot table, PowerBI, and Powerpoint].
- Presentation, suggestion and recommendation marketing campaigns on social media

J-MAT AWARD#30 | J-MAT X GAMBOL

2021

- Explore the Gambol Brand using marketing tools.
- Collect and analyze data. to identify problems and opportunities.
- Used SPSS and Excel[Pivot] to track data analysis.
- Creativity and ability to make sense of social media to turn it into insights best serve brand objectives.
- Set marketing objectives in accordance with the data analysis.
- Performed gap Analysis and Recommendations for Gambol Brand.
- Defined STP Marketing. chose a segment that has the potential to be a customer.

FOSTAT FOOD INNOVATION CONTEST [FIC]

2020

- Explored market possibilities to present ideas to investors on the topic of Food innovation.
- Researched collected data from the target group in Chiang Mai with a sample of 150 people.
- Created product strategies and Marketing mix for Generating prototypes of soybeans.

EDUCATION

Chiang Mai University

2018 - 2022

Faculty of Business Administration

Major of Marketing

GPA : 3.58 [First Class Honors]

RELEVANT COURSEWORK

- Marketing Analytics
- Digital Marketing
- Principles of Branding
- Buyer Behavior
- Principles of Marketing Research
- Applied Business Statistics
- Strategic Marketing Management
- Sales Management and Salesmanship

MARKETING TOOLS

Microsoft Office

Google Trends

Google Analytics

SPSS

Power BI

SQL

Canva

Excel[Pivot/Vlookup/StatPlus]

OTHER SKILLS

- Analyze data about Brands and Consumer Behavior in Marketing.
- Research consumer behavior to make strategy.
- Presentation information from Dashboard report and analysis to executive.
- Strong interpersonal and communication skills.