



HANNARONG SANTICHAWALIT

MARKETING OPTIMIZATION



Contact



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Skills

Hard skills

- Computer skill: Word, PowerPoint, Excel, Google sheets, Power BI, SQL etc.
- Language skill: Thai (native), English (intermediate)
- TOEIC 615
- Driver's license

Soft skills

- Fast learner with lifelong learning skills
- Able to handle pressure and deadline
- Highly ambitious and self-confidence
- Growth mindset and "Can Do" attitude



Education

Kasetsart University Bangkhen Campus

2018 –2021

Student in Business Administration (Marketing)

GPAX 3.33

Bodindecha (Sing Singhaseni) High School

2015 – 2017

***Mathematics-Science program (Science
genius program with Chemistry major)***

GPAX 3.38



Work Experience

LPN Development PCL. (Marketing Optimization) (MIS)

10.2022 - Present

Marketing Optimization

- Digital marketing and Online marketing (Facebook AD, Facebook lookalike, Email Marketing, Personalized, LineOA)
- Marketing strategy and Data driven strategy
- Martech tools (PAM, Zapier)
- Analytic/Summary dashboard (Power BI, Google Analytic)
- Questionnaire and Customer Journey Design (Collecting data for Marketing)



ACADEMIC PROJECTS

• Took care the advertising project for Shabu Indy

09.2020 - 12.2020

• Made a digital marketing for WPS INTERTRADE Co., Ltd.

01.2021 - 03.2021

• Own a tiktok account, bobbabibob ◦ Has 168K followers

2021 - Present