Hannarong Santichawalit
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About me

My passion lies in transforming raw data into actionable insights that inform and drive optimal business decisions, particularly through growth-hacking marketing strategies. I am a continual learner and always eager to expand my knowledge to keep my skill set cutting-edge.

Education

- Chulalongkorn University   (08.2024 - Present)
  - Master of Science Program in Statistics and Data Science
- Kasetsart University bangkhen campus   (2018 –2021)
  - Business Administration (Marketing)   (Second Class Honours) GPA 3.33
- Bodindecha (Sing Singhaseni) High School   (2015 – 2017)
  - Mathematics-Science (Science genius program with Chemistry major)   GPA 3.38

Work Experience

- Marketing Optimization - LPN Development PCL.   (04.2023 – Present)
  - Uncover hidden insight data to identify new market opportunities for specific customer segments, leading to increased revenue and making a business impact.
  - Integrate ChatGPT into internal knowledge management chatbot. Optimize prompts and vectors for accuracy and intuitive user experience.
  - Support marketing with email & Line campaigns, audience segmentation, & social media analytics tools.
  - My expertise in MarTech (omnichannel chat, CDP, and marketing automation) enables data-driven marketing initiatives. I utilize data from ads, surveys, and customer journeys.
- Marketing Project - LPN Development PCL.   (10.2022 – 03.2023)
  - Multifaceted marketer with expertise in project management, online & offline campaigns, and competitor analysis.
  - Craft winning strategies, and optimize performance with Power BI dashboards: data-driven decision maker, with a proven track record of success.

Portfolio

- Link Github: https://github.com/Hannarong-Santichawalit

Certificate

- Google Data Analytics - Coursera
- Google Analytics for Beginners - Google Academy (2022)
- Introduction to Data Studio - Google Academy (2023)
- Data Science Bootcamp batch 09 - DataRockie School (2024)
- Real Marketing Manager - Real Smart Academy (2023)

Skills/ Language

English: TOEIC 615

Skills: o Spreadsheet (Excel, Google sheet)
         o Programing Language (SQL, R, Python)
         o Dashboard (Power BI, Looker studio)
         o Other tools (Zapier, GA4, GTM, Ads Manager, Meta BS, LineOA, TikTok Ads Manager)