

PORTFOLIO

Profile



AKAVIN PANICHPONGSAPAK

ABOUT ME

Profile

Akavin Panichpong sapak

About Me :

- 📅 Birthday: 25/06/2003
- ⌚ Age: 21
- 🇹🇭 Nationality: Thai
- ศาสนา Religion : Buddhist

Contact :

- 📞 +65 93975434
- ✉️ vinakavin16@gmail.com

Soft Skills

- Adaptability
- Problem Solving
- Creative Thinking
- Communication
- Leadership
- Resilience



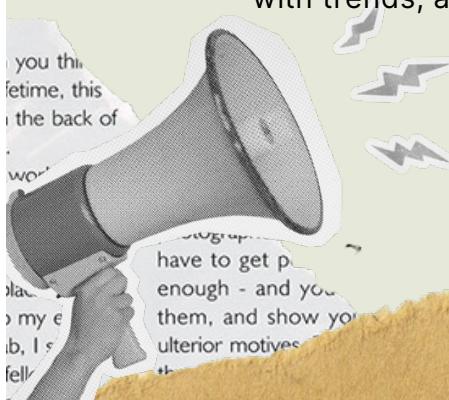
ABOUT ME

Profile

My Entrepreneurship Journey

Starting my own business has always been a goal of mine since young. My parents are business owners so it was only natural for me to have grown a liking and absorbed the desire to have a successful business. However, instead of depending on my parents' businesses, I have a strong determination to start my own. Before getting into e-commerce, I have tried multiple side hustles such as stock trading, content creation, and social media management. These side hustles have allowed me to make a little bit of money, just enough for me to start my own e-commerce store. While I felt really excited about this new journey at first, I quickly began to realise how difficult, and how much perseverance is needed in order to compete with hundreds of thousands of stores around the world. My first few stores and products completely failed, but at the same time also taught me new things and allowed me to analyse on what went wrong and gain more experiences in this field.

Now, I am currently running a 7-figure brand in a toy niche targeting parents who are looking for a fun and educational gift for their kids. I had also run a store in the jewellery niche, targeting couples mainly in Valentines 2024. Altogether, I have fulfilled over 20,000 orders and generated over 1 million dollars in revenue so far. Additionally, I have also leveraged my content creation skills and tried Tiktok Affiliate Marketing, and have generated about \$5000 in commission revenue. These experiences taught me how to manage businesses, market products, and lead a team. They also show my passion for trying new things, keeping up with trends, and working hard to grow my businesses.



EDUCATION

Background

LOWER SEC:

2016

MAHASARAKHAM UNIVERSITY
DEMONSTRATION SCHOOL

UPPER SEC:

2019

EAST SPRING
SECONDARY SCHOOL

POLYTECHNIC:

2022

TEMASEK POLYTECHNIC



TRANSCRIPT

Grade

TP Online Student Services

Admission No:	2201388B
Name:	PANICHPONGSAPAK AKAVIN
Course:	Diploma in Business (B0C-22)
Total Credit Units Earned-to-Date:	103
Cumulative Grade Point Average:	3.55
Academic Standing:	PERMITTED TO PROCEED TO THE NEXT SEMESTER OF STUDY.

**Cumulative
GPA = 3.55**

AY2022/2023 April Semester (Main)

Subject Code	Subject Name	CU	Grade
BAF1010	Business Accounting	4	A
BBS1001	Principles of Management	4	Distinction
BBT1010	Business Technology & Analytics	4	B+
BEC1007	Business Economics	4	A
GTP1101	Leadership Fundamentals	2	Pass with Commendation
GTP1201	Career Readiness 1	1	Pass
GTP1301	Current Issues & Critical Thinking	3	Pass

Grade Point Average: 3.88

AY2022/2023 October Semester (Main)

Subject Code	Subject Name	CU	Grade
BBT2008	E-Commerce & Digital Marketing	4	B
BGS1002	Global Studies	3	A
BIN1001	Innovation & Entrepreneurship	2	A
BLO1001	Business Statistics	4	A
BMK1005	Marketing Fundamentals	4	B
BTX1001	Effective Communication	3	B
LSW1002	Sports & Wellness	2	Pass

Grade Point Average: 3.45

AY2023/2024 April Semester (Main)

Subject Code	Subject Name	CU	Grade
BAF2002	Business Finance	4	A
BBS2018	People Management	4	B
BBT2004	Enterprise Resource Management	4	B+
BLM1007	Business Law	4	B+
BTX1002	Professional Communication	3	B+
GTP1102	Leadership in Action	1	Pass
TGS1001	Sustainability & Climate Action	3	Pass

Grade Point Average: 3.50

AY2023/2024 October Semester (Main)

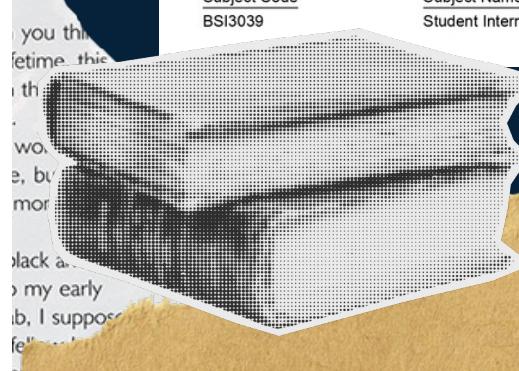
Subject Code	Subject Name	CU	Grade
BAF2007	International Finance	4	B
BBS2013	Startup Launchpad	4	B+
BBS2015	Business in Asia	4	B
BBS2019	Business & Social Media Analytics	4	B
BBS2024	Customer Experience Design	4	B

Grade Point Average: 3.10

AY2024/2025 April Semester (Main)

Subject Code	Subject Name	CU	Grade
BSI3039	Student Internship Programme	16	A

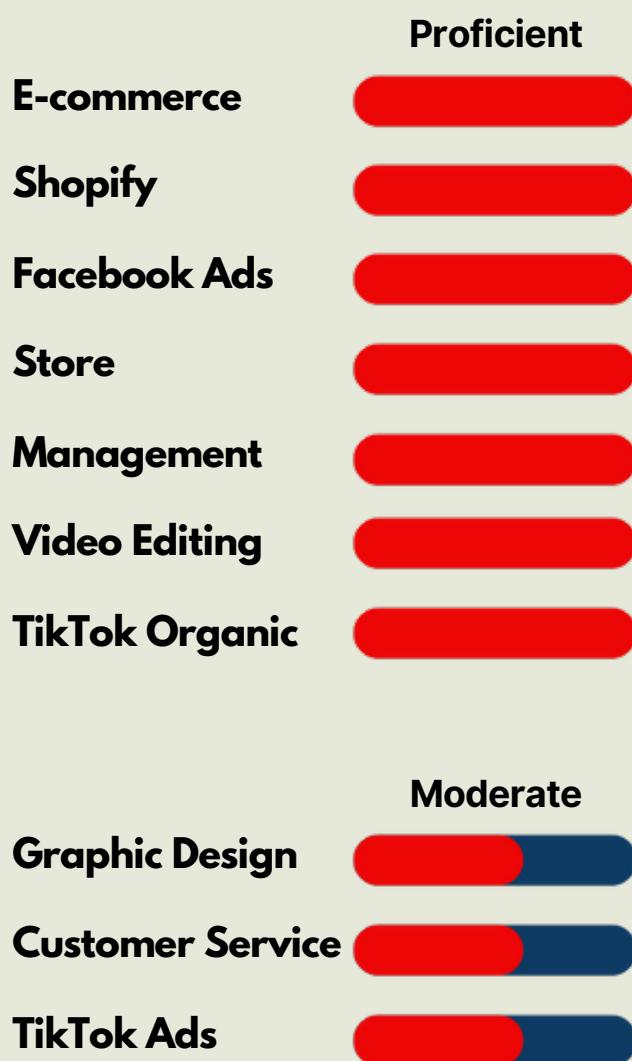
Grade Point Average: 4.00



TECHNICAL SKILLS

Level

SKILL LEVEL :



MY ENTREPRENEURSHIP *Venta Blocks* JOURNEY

VENTA BLOCKS
E-COMMERCE

Having played similar games on my computer back when I was a kid, I founded the store, Venta Blocks, in June 2024 with the main goal to let kids play the game, but without a phone or computer screen, all while learning skills like creativity and motor skills.

While I have learned essential skills such as Paid Ads, Website creation, or product researching from my previous unsuccessful stores. This is the store that generated me **over \$1,000,000 in revenue** and allowed me to gain an experience working with multiple team members in different aspects of the business such as my private supplier, email marketer, customer support representative, UGC creator and a creative strategist. Although I have minimal experience leading a team for an actual business, I am determined to scale this brand and potentially exit the business in the next few years.



STORE HOMEPAGE
(theeventashop.com)



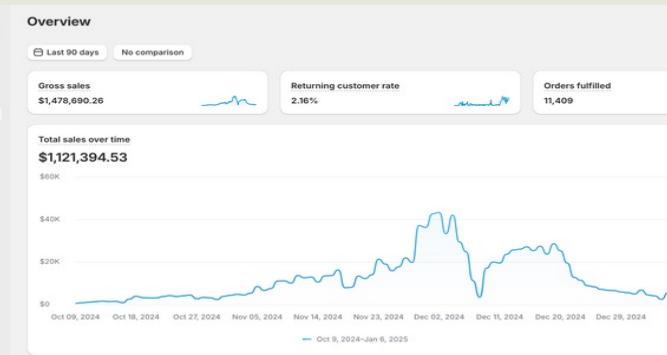
[Visit Website](http://theeventashop.com)

MY ENTREPRENEURSHIP

Venta Blocks

JOURNEY

VENTA BLOCKS
E-COMMERCE



ANALYTICS FROM THE
PAST 90 DAYS OF
RUNNING THIS BRAND

The screenshot shows the Facebook Ads Manager interface with the following details:

- Campaigns: F1819 - VentaBlocks - theventablockshop.com (1...)
- Last 20 days: Dec 8, 2024 - Jan 6, 2025
- Ads: 11 total ads listed, mostly active.
- Budget: \$100.00 daily
- Amount spent: \$1,487.34
- Results: 2,130 conversions, 2,352 purchases, 370,318 impressions.

A SCREENSHOT OF THE
FACEBOOK ADS CAMPAIGNS
THAT I AM MANAGING



AN EXAMPLE OF
A FACEBOOK ADS
VIDEO



OUR STOCKED
INVENTORY AT
THE WAREHOUSE

MY ENTREPRENEURSHIP *Venta Blocks* JOURNEY

VENTA BLOCKS
E-COMMERCE



Welcome. You've made it.

You've reached a pivotal moment in your entrepreneurship journey, one that deserves something extra special: your first Shopify Milestone.

10,000 lifetime orders is an accomplishment that starts with you.

And it's no small feat. The start of an entrepreneur's journey is packed with promise and potential. Throughout the daily hustle of packing and stacking, of building and believing, you understood that every order was an opportunity for improvement-and a chance to grow your business to where it is today.

This Shopify Milestone is a testament to how far your business has come, forged from that very first order and molded to withstand anything that comes your way. Go ahead-take a bow, because this deserves a celebration. You're now in an exclusive community of top Shopify merchants worldwide who overcame the challenges of starting up and have turned their focus now to a new goal: 100,000 lifetime orders.

Here's to 10x more. We'll be with you every step of the way.

•Your friends at Shopify

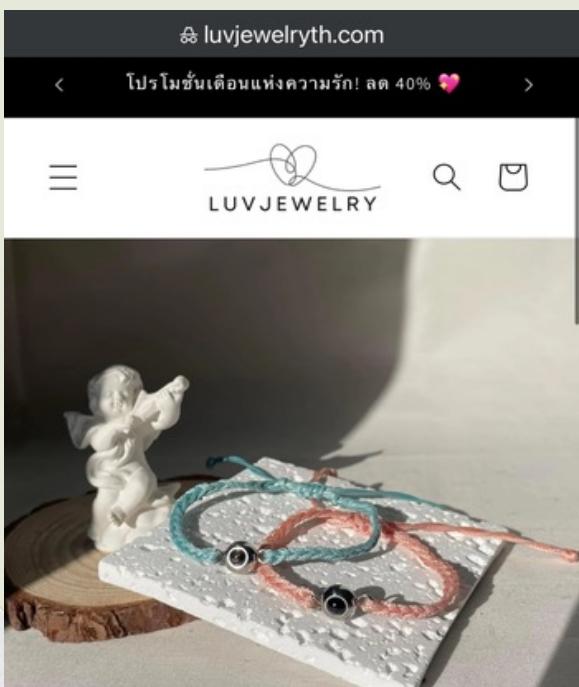
MY ENTREPRENEURSHIP

Luvjewelry JOURNEY

LUV JEWELRY E-COMMERCE

I created this store in November 2023 as I saw the opportunity to sell this product in Thailand as it went viral in the United States. It was also only a few months away from Valentine's day, so I thought that it was the perfect opportunity.

What makes this store special is, instead of hiring UGC creators to make videos for me, my friend and I actually made the videos that were used for advertising ourselves. I was able to leveraged my content creation skills, grew its Instagram and Tiktok account and gained thousands of followers on both accounts. I ended up running this brand for a few months before going for internship in March 2024. In the period of 3-4 months, this brand generated me over \$100,000 in revenue from the website, and social media platforms like Messenger, Instagram or Tiktok Inboxes.



THE HOMEPAGE OF THE STORE'S WEBSITE (LUVJEWELRYTH.COM)

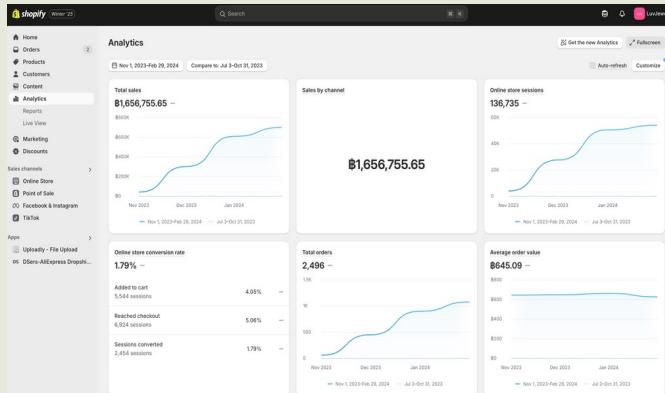


Visit Website

MY ENTREPRENEURSHIP

Luvjewelry JOURNEY

LUV JEWELRY E-COMMERCE



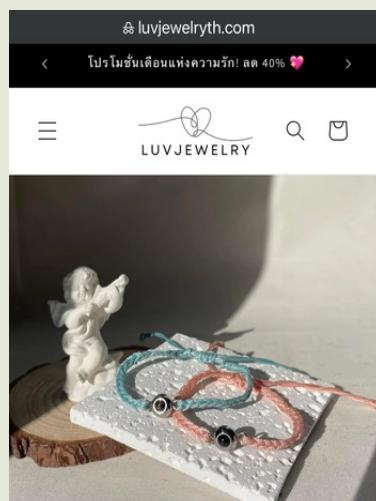
ANALYTICS FROM THE 3-4 MONTHS PERIOD OF RUNNING THIS STORE

Campaign	Bid strategy	Budget	Attribution setting
2/4/02 - Bracelet *Message - Influencers Batch 1* - ABO	Off	\$400.00 daily	7-day click or 1...
2/4/02 - Bracelet *Influencers Batch 1* - ABO	Off	\$400.00 daily	Using ad set bid ...
2/4/02 - Bracelet *Broad Targeting* - CBD	Off	\$600.00 daily	7-day click or 1...
2/1/01 - Bracelet Message *Valentine Creatives...	Off	\$400.00 daily	7-day click or 1...
2/1/01 - Bracelet Message *Valentine Creatives...	Off	\$400.00 daily	7-day click or 1...
2/1/01 - Bracelet *Valentine's Day x3* - CBD	Off	\$1,000.00 daily	7-day click or 1...
2/1/01 - Bracelet *Valentine's Day x3* - CBD	Off	\$1,000.00 daily	7-day click or 1...
2/1/01 - Bracelet Message *Valentine Creatives...	Off	\$400.00 daily	7-day click or 1...
1/7/01 - Bracelet *Message - Valentine Creative...	Off	\$500.00 daily	7-day click or 1...
1/5/01 - Bracelet *New relationship x3* - CBD	Off	\$400.00 daily	Using ad set bid s...
1/5/01 - Bracelet *New relationship x3* - CBD	Off	\$400.00 daily	7-day click or 1...
3/1/12 - Bracelet *Gift shop x3* - CBD	Off	\$1,400.00 daily	7-day click or 1...
All View charts	Off	\$500.00 daily	7-day click or 1...
All View charts	Duplicate	\$500.00 daily	7-day click or 1...
2/1/12 - Bracelet *In relationship x3* - CBD	Off	\$600.00 daily	7-day click or 1...

A SCREENSHOT OF FACEBOOK ADS CAMPAIGNS THAT I MANAGED



TIKTOK PROFILE - 2,000+ FOLLOWERS



THE HOMEPAGE OF THE STORE'S WEBSITE (LUVJEWELRYTH.COM)



INSTAGRAM PROFILE - 5,000+ FOLLOWERS

MY ENTREPRENEURSHIP JOURNEY

Tiktok

TIKTOK AFFILIATE

As Tiktok introduced the new Tiktok Shop feature, I saw an opportunity as I was quite certain that Tiktok would want to push and promote this feature as much as they can. Hence I decided to test the algorithm to see how easy it is to go viral by becoming a Tiktok Affiliate Marketer.

I managed to help multiple stores sell a total of about 3600 orders, and earned around \$5000 in commission revenue. The great thing about Tiktok is that by creating viral content, I would be able to gain free awareness for my products. Hence, my plan going forward is to potentially leverage Tiktok shop as another marketing channel for my business.

The image consists of three vertical screenshots from a mobile application or website related to TikTok Affiliate orders.

- Screenshot 1: Affiliate orders**
 - Header: "Affiliate orders" with a refresh icon.
 - Filter: "Order date" dropdown set to "Apr 1, 2024 - Jan 7, 2025".
 - Buttons: "All", "Pending", **Settled**, "Ineligible".
 - Summary: "3608 created orders" and "\$\$4,944.16 earned".
 - Order ID: 57773319298221992 (Settled: Jan 6, 2025 8:12 AM).
 - Product: [Local Delivery] 20000mAh \$19.73x1 Battery Pack MagSafe...
 - Commission: 25.85%
 - Total: \$7.0K
 - Order ID: 577731145830401923 (Settled: Jan 6, 2025 11:47 AM).
 - Product: [Local Delivery] 20000mAh \$19.73x1 Battery Pack MagSafe...
 - Commission: 15%
 - Total: \$6.6K
- Screenshot 2: Key data**
 - Message: "We're currently upgrading our system and some metrics may be impacted. Please check the 'Affiliate order' page while we sort this out."
 - Table:

GMV	Items sold	Est. commission
\$7.0K	667	\$975.05
-25.85%	-37.78%	-26.79%
 - Commission base: \$6.6K (-25.18%)
 - Product views: 913.0K (-23.99%)
 - Product clicks: 22.8K (-6.50%)
- Screenshot 3: TikTok Profile**
 - Profile header: "venta" with a "Thoughts?" bubble.
 - Statistics: 0 Following, 1,081 Followers, 48.9K Likes.
 - Description: "Reviewing tech products & gadgets you may need!"
 - Follow button: "Edit profile" and "Share profile".
 - Post: "TIKTOK PROFILE - 1000+ FOLLOWERS & 48K+ LIKES".
 - Drafts: 2
 - Pinned: "Get privacy case" (452.6K likes)
 - Pinned: "What's the best..." (368.6K likes)

INTERNSHIP

Testimonial



SUCCESSFUL COMPLETION OF
Enterprise Singapore - Temasek Polytechnic Trade Internship Programme (ESG-TP TIP) 2024

PANICHPONGSAPAK AKAVIN

Diploma in Business

Admission No.: 2201388B

Student was part of 2024 edition of Enterprise Singapore - Temasek Polytechnic Trade Internship Programme (ESG-TP TIP), a structured internship programme that would allow students to gain real-world experience in ESG partner companies and provide a future talent pool to support trading companies' international business. Our students are trained on modules relating to International Business, Trade and Finance, are ready to support a diversity of job roles for the trade sector.

Akavin completed his 20-week student internship (18 March 2024 to 2 August 2024) in Franco-Asian Enterprises Singapore Pte Ltd, one of the leaders in sourcing and distributing wholesale products such as fast-moving consumer goods, toiletries, home appliances, and more from Asia to West Africa. Having been assigned to Customer Service & Logistics team, Akavin was responsible for order processing, including preparing sales invoices, debit notes, and credit notes. He also prepared trade documentation for both import and export shipments within the International Trade Operations department.

Akavin's internship opportunity in Trade Operations Department allowed him to gain real-world learnings in understanding trade processes in a trading company through this structured trade internship programme. According to his supervisor, Akavin is a highly organised and efficient professional with excellent adaptability and a strong work ethic. He consistently collaborates effectively with other colleagues to ensure timely completion of assigned tasks, even under pressure. His proactive and self-motivated approach, coupled with strong problem-solving skills, makes Akavin a valuable asset. He ensured a smooth handover of job processes to new staff members at the end of his internship period, thus facilitating a smooth transition and knowledge transfer within the team.

To promote the 2025 launch of the ESG-TP TIP program for Year 2 juniors, Akavin served as an ambassador at the October 28, 2024 event where he was able to network with the ESG Global Trader Programme.

As programme lead for ESG-TP TIP, I believe that Akavin's capabilities would be a valuable resource to any business organisation.

Yours sincerely,

AMY TAN
Manager, Diploma in Business
School of Business

Bringing education to life and life to education
21 Tampines Avenue 1 Singapore 529757 Phone: +65 6788 2000 Fax: +65 6789 8220 | www.tp.edu.sg



Certificate of Participation for
successful completion of
Enterprise Singapore - Temasek
Polytechnic Trade Internship
Programme (ESG-TP TIP) 2024

VOLUNTEER

experience



Interacting & Entertaining the Elderly at NTUC Healthcare

I had the opportunity to entertain the elderly at NTUC Healthcare. My friends and I came up with activity plan and games to engage with the elderly for about 3 hours. Overall, it was a good experience as...

Interaction with elder first, then playing Pictionary about general business terms, or games such a guessing prices of food/drinks/ groceries now, buying food/groceries on a budget.

NTUC Health is among the largest senior day care, nursing home and home personal care providers in Singapore. They offer other services for seniors such as fitness classes and elderly gyms, and community support for vulnerable seniors, and run a chain of dental clinics and a family medicine clinic.

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VOLUNTEER

experience



Decoration for the CNY Garden Party

I had the opportunity to help create an upcycled art piece as a decoration for the CNY Garden Party—an annual event held at the Istana by the Prime Minister and People's Association to celebrate Chinese New Year. The project was part of the TP sustainability club event. It was a good experience, showcasing creativity making a piece of decoration for a prestigious event, using sustainable materials.





THANK YOU

Contact :

 vinakavin16@gmail.com

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