



Hannah Rookphan

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SUMMARY

Highly motivated and creative person with a background in economics and marketing, and a passion for creating innovative marketing strategies. Strong analytical, teamwork and problem-solving skills. Looking to secure a one year in alternance program in marketing that will help me to develop my current skills, as well as learning new skills to help support your company, starting from September 2025.

WORK EXPERIENCE

Au Pair- English Teacher for Children Arcueil, France

February 2023 - Present

- Managed children's daily schedules, including educational activities.
- Developed strong interpersonal and organizational skills.

Sales and Marketing Executive Steinways & Sons, Bangkok, Thailand

October 2022 - February 2023

- Designed, built, and maintained digital marketing efforts across websites and social media platforms.
- Conceptualized and executed marketing campaigns to drive brand awareness and sales.
- Managed customer interactions and inquiries, ensuring high satisfaction levels.

Waitress (Work and Travel Program) Rice Thai Cuisine Restaurant, Montana, United States

April 2022 - September 2022

- Provided excellent customer service, managed reservations, and handled orders efficiently.
- Gained experience working in a fast-paced international environment.

Marketing Assistant (Internship) Sukhumvit Asset Management, Bangkok, Thailand

April 2020 - July 2020

- Assisted in developing social media campaigns and promotional strategies.
- Conducted market research and competitor analysis to support strategic decision-making.
- Provided administrative support for marketing operations.

EDUCATION

Master's Degree in Digital Marketing Management Rennes School of Business, Paris, France

September 2025- September 2026

Bachelor's Degree in Economics Kasetsart University, Bangkok, Thailand

August 2018- April 2022

CERTIFICATIONS

- **Google Certified:** Foundations of Project Management
- **Copenhagen Business School Certified:** Strategic Management
- **Thailand Stock Exchange Certified:** Digital Marketing

SKILLS

- **Digital Marketing:** Social media management, SEO, content creation, campaign execution.
- **Market Analysis:** Data interpretation, consumer behavior insights, competitive research.
- **CRM & Analytics:** HubSpot, Google Analytics, Eviews, Gretl.
- **Technical Proficiency:** Microsoft Office Suite, Canva.
- **Languages:** English (C1), French (A2), Thai (Native).