

EDUCATION

Chulalongkorn University, Bangkok Thailand	2018 – May 2022
<ul style="list-style-type: none">• Bachelor of Business Administration – Marketing Major• GPAX: 3.50 (Second-class honors)	

WORK EXPERIENCE

Korn Ferry Hay Group <i>Consulting intern</i>	Jan-May 2022
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- Executed 2 projects related to insurance regulators and automotive companies.
- Synthesized research findings into key themes, analyze information to develop conclusions and draft recommendations for client deliverables.
- Analyzed the organizational structure and operation model of various business functions to provide suggestions for the client's organizational structure, which is expected to increase productivity by 10% in a year.
- Conducted desk-based bench marking and research on clients, industries, and market trends.

Plus Property Co. (a subsidiary company of Sansiri Public Company Limited) <i>Marketing communication and PR intern</i>	June-July 2021
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- Analyzed the efficiency of marketing communications to improve the marketing communication strategies in every online platform.
- Created communication strategies and content to increase brand engagement on social media and achieved 10% additional engagement on the Facebook page.
- Assisted in general business development research, marketing, and other development tasks.

Participated in a communication marketing competition for Shopee Co.	Aug-Sep2020
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- Conducted marketing strategies and campaigns, including using digital marketing through online platforms to create awareness and attract new customers expected to penetrate the market to 5%.
- Gathered information from the target group by interview, surveys and focus groups.
- Conducted market research on the macro-level landscape, competition, and trends and consolidate information into actionable items, reports, and presentations.

EXTRACURRICULAR ACTIVITIES & ACHIEVEMENT

A member of Student Government of Chulalongkorn University – Publication department	Jul 2021 – May 2022
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- Created engaging content for the university's website and book for more than 20,000 university students.
- Scheduled the working plan and delegated a task to every team member, more than 40 people.
- Ensured that all projects are delivered on-time, within scope and within budget.

The President of the registration team for CU-TU traditional sports games (Chulalongkorn University)	Dec 2020-Feb 2021
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- Planned working schedules and money budgets for an overview of the department.
- Coordinated with other departments to ensure the event ran smoothly and delegated and coordinated with team members, more than 20 people in the team.

COMPETITION & AWARDS

A Semi-finalist at Chulalongkorn Case discovery	March-April 2021
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- Identified the company's problem and analyzed internal and external factors to create the strategies expected to increase market share by more than 5% in 2 years.
- Interpreted customer data, behaviours, and feedback into conclusions, strategy suggestion and presentation that can improve product development and customer support.

A Semi-finalist at J-mat award marketing case competition	Sep-Nov 2021
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- Participated in J-mat award 2021 and was one of 14 teams among 214 teams nationwide.
- Identified the company's problems and analyzed internal and external factors to create strategies expected to increase market share by more than 2% and 200 million baht in 1 year.
- Conducted market research on macro and micro-level landscape, competition and trends and consolidate information into actionable items, reports and presentations.

SKILLS/INTERESTS

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- **Languages:** Thai (Native), English (Professional working proficiency)
 - **Computer Skills:** Microsoft Office (Excel, PowerPoint, Word etc.), Adobe Illustrator, SPSS Program
 - **Interests and Hobbies:** Enthusiastic language, Culture learner, Regular reader