
SUPASUTA KASIPHOL

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PROFILE

Seeking a full-time position in the Market Development Executive to utilise hands-on background in Market Research and Consulting company with almost two years of experience. Successfully working in a team environment and ability to work independently. Effective at thriving which in challenging and perform well in pressure-driven environments through strong analytical, problem-solving and communication skills.

EDUCATION

University of Sussex, Brighton, United Kingdom Sep.2019 - Sep.2020
Master of Science in International Marketing with Merit
Thammasat University, Bangkok, Thailand Aug.2014 - May2018
Bachelor of Economics

WORK EXPERIENCE

Research Executive, The BRS Co., Ltd., Bangkok, TH Mar.2021 - Present

- Participated project meetings with clients and liaison with other departments (Fieldwork team, Quality Assurance teams, and Data Analysis teams) to deliver successful research projects
- Constructed research proposal with the appropriate methodology, budget and design questionnaires, under the guidance of the senior team
- Designed and conducted various forms of market research, namely customer satisfaction surveys, benchmarking studies, mystery shopping, tracking survey, Strategic Brand Health Check and Distribution survey
- Planned and enforced market research strategies complying with stated business objectives across categories (FMCG, Insurance, Banking, B-to-B or other commercials industry)
- Completed market analysis and research developed statistical trend analysis in order to identify the target market, customer behaviour, and performed need gap analysis of major markets, competitors and industries
- Working on a number of different projects at the same time (normally in different subject areas and with different teams)
- Created effective reports (PowerPoint slides) detailing findings and extraction of information on relevant projects for presentation and created Powerpoint templates for monthly, quarterly and annual reports

Marketing Project Coordinator, Aplus Space Design Co., Ltd., Chonburi, TH Oct.2020 - Feb.2021

- Communicated between customers and internal members regarding project details, including budget, estimates and timeline
- Negotiated prices, discount terms and all transportation arrangements for merchandise include led merchandise selection, planning and marketing
- Monitor and hands-on problem solving for progress and effective operation management
- Prepared financial and progress reports and communicate information about these to relevant staff

EXTRACURRICULAR & ACADEMIC ACTIVITIES

Fundamentals of Project Planning and Management Jan.2021

- University of Virginia via online learning platform : Coursera

BCG Virtual Experience Program Dec.2020

- Participated in the open access BCG Virtual Experience Program with Forage
Modules Completed : Strategy Consulting Virtual Experience Program

ACADEMIC PROJECTS AND ACHIEVEMENTS

Masters Dissertation: The influence and effect of nutrition trends toward consumer buying behaviour on a plant-based food product market. A case study of Nestle Company.

- Conducted extensive market research through secondary and primary research, developed the strategies for marketing and product development (4P, SWOT, Competitor's product , STP, business model).

Marketing Plan Presentation Award - Global marketing management, University of Sussex

- Second place in the Marketing Plan Presentation : Worked within a team of seven to critically analyse the complexity of the globalised environment and the effect of culture on the marketing mix decisions in the new globalised markets entry by using effective business analysis and strategic planning tools for apparel retailer's company. At the conclusion, developed a pitch deck and presented to a panel of lecturers.

SKILLS

- Microsoft Office programs (Powerpoint, Word, Excel, Outlook)
- Market Research (Quantitative), Marketing Strategy
- Strong written and verbal communication skills
- Creating presentations
- TOEIC : 765