



PINNARIN THURANIKORN

Info



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Socio Condo Inthamara
Samsennai Phayathai
Bangkok 10400

Skill

- Fanpage Karma, Monitor Facebook Marketing
- Microsoft Office
- Analytical Thinking
- Communication
- Collaborative work
- Team Management

Training

- Professional Brand Personality, February 2018
- Coaching and advice skill for leader, June 2017
- Sale management, sale 101, April 2017
- From Beginner to Digital Marketing Professional, March 2017
- Bloomberg Economist Program

EDUCATION

- Master of Branding and Marketing, Chulalongkorn University, 2021
- Bachelor of Economics, Thammasat University, 2013

EXPERIENCE

Data Research Manager / Wisesight

June 2015 – December 2021

Initiate and develop new research products to extend business opportunity for company.

Manage and quality control analysis team to make and present a report to clients.

Building and maintaining a team of analyst.

Work with a variety of marketing professionals such as research, develop team and sale team.

Experienced in many industries e.g. food delivery, cosmetic industry, retail, mom and baby.

Taking responsibility as Project Manager :

Oversee all aspects of projects; coordinate internal resources and third parties/vendors for the flawless execution of multiple projects. Set deadlines, assign responsibilities, monitor progress of project and manage projects on time within budget and within scope.

Digital Analyst / OBVOC

September 2013 – June 2015

Gathering the information from many sources on social media. Analyzing the data with multiple points of view for seek for key consumer finding. Next step, made a report that including analysis, summary and recommendation. Conduct the report presentation for clients

Additional Experience

- Speaker at The 4nd NIDA Business Analytics and Data Sciences Conference

INTERNSHIP

Research Department, Maybank Kim Eng Securities (Thailand) Plc.

Period

Jointly made report on “Important plans of ASEAN Economic Community and impacts on Thailand’s industries”. Made a report on Malaysia Stock Market. The report covered background of Malaysia Stock Market, its offerings and products, the past 5 years of its performance and other outstanding businesses of Malaysia. Searched and collected financial data/information Performed other tasks as assigned

Additional Experience

- Speaker at The 4th Nida Business Analytics and Data Sciences Conference

ACHIEVEMENTS

- Got an AFS Scholarship to study in Switzerland (renounced the scholarship)