

## PITSINEE ARTKENGKLA (ICE)

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### EDUCATION

#### Chulalongkorn University

August 2018 - Present

*Bachelor of Business Administration, majoring in Banking and Finance*

GPAX: 3.86/4.00 | 1<sup>st</sup> Class Honors

#### Saint Joseph Convent School

May 2006 – March 2018

*Science-Math Program* | GPAX: 3.87/4.00

### WORK EXPERIENCE

#### AWR Lloyd

January – April 2022

*Research Analyst Intern*

- Conducted research of US\$5 billion international railway project which will transform Laos from a land-locked to a “land-linked” economy
- Initiated Public-private partnership (PPP) structure for the client to establish a partnership with the government who funds the railway construction
- Developed corporate profiling of potential partners and investor companies for the project

#### Chulalongkorn Business Administration (CU retailer organized by students)

*Category Executive*

December 2019 – August 2020

- Designed marketing strategies and promotions to increase the sales of home electronics and reached the total sales over THB 250,000 which is over the target sales in covid-19 situation by 167%
- Executed digital marketing plan to improve customer satisfaction by Line Official Account and curated posts for social media platforms including Facebook and Instagram to support sales team by driving customer awareness
- Led sales team and executed operation to achieve the total sales over THB 500,000 within 3 months

*Sales Professional*

May 2019 – August 2019

- Initiated sales plan and executed marketing campaign to achieve sales over THB 100,000 within 2 weeks

### EXTRACURRICULAR ACTIVITIES (Selected)

#### Private Tutor

June 2018 – Present

- Design instructional materials in Math and Accounting subjects to support students in studying and note-taking
- Mentoring around 10 students for school exams and college entrance exams
- Collaborate with parents to identify any special needs and evaluate performance of each student

#### J-MAT Award 30rd Marketing Case Competition

August – October 2021

*24 finalist teams (from 214 teams over Thailand)*

- Created a marketing plan for Gambol shoes company to increase sales over THB 200 million within a year by rising awareness, value, and loyalty for the Gambol

#### Full Circle Competition 2020

October 2020

*2<sup>nd</sup> Runner-up*

- Awarded 2<sup>nd</sup> Runner-up in social enterprise project tackling a sustainability issue by creating e-receipt application to reduce paper consumption for paper receipts which emit 4 billion pounds of CO2 each year

### OTHERS

**Languages:** Thai (Native), English (Intermediate)

**Interests:** Mathematics, Economy, Music, Playing Guitar, Gaming, E-sport, and Anime