



# NISSAREEN VEERASATIEN

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Starting date: December 2022 (Currently studying)

Adaptive, data-driven and experienced in corporate work. Currently pursuing education in MBA and communication design to expand the knowledge and fulfill my eager to learn. Interested in communication, consumer psychology and creatively solving business problem. Looking forward to working with the aspiring organization and dedicating to the best results.

## EXPERIENCE

**JANUARY 2022 – JULY 2022 (7 MONTHS)**

**ASSOCIATE CONSULTANT, BUSINESS ANALYTICS (INTERNSHIP)**

THANAGER & CO

PROJECT STATE ENTERPRISE MARKETING STRATEGY

- **Gathering assigned market information** from secondary and primary data, including reports, economic research, laws and regulations.
- **Analysing market data**, using marketing tools (SWOT, TOWS, PESTEL etc.) to analyse external and internal situations of clients in order to understand the situation, position and further develop solutions for clients.
- **Conducting a report**, presenting to clients about the analysis, findings and marketing strategies. Making sure that it matches with TOR

PROJECT THE1 GROUP

- **Analysing data to create a list of potential customers** for the project: Find the pains and gains, present the project to the supervisor
- **Meeting with partners** to collaborate and make action plan for future project

**JULY 2020 — MAY 2021 (10 MONTHS)**

**TALENT ACQUISITION PARTNER**

KING POWER CLICK CO., LTD.

- **Leading end-to-end Talent Acquisition processes**, specialized in Marketing, Commercial and IT; starts from attracting talent in the market, screening for the right candidate and working closely with functional team to finalize the successful plan for business.
- **Connecting, building and maintaining relationship** with high potential workforce in the market in order to establish candidate's pool and promote Company's reputation.
- **Onboarding new joiners** from pre-employment until post-employment through sharing Company's vision, mission and way of working as well as designing functional onboarding plan for new joiners by working closely with Line Manager to ensure a happy and successful new talent.
- **Organizing internal activities** to keep employees connect during COVID pandemic period as well as to strengthen employee engagements in order to enhance job satisfaction.
- **Preparing relevant reports and analyzing manpower data** eg. Turnover and Engagement Rate in order to use the insight information for further activities planning.
- **Perform any other tasks as assigned**

## EDUCATION

MAY 2021 — AUG 2022 (PROSPECT)

### MBA, ASSUMPTION UNIVERSITY, THAILAND

- Major in Creative Communication
- Research in “Celebrity endorsement and advertising effects”
- Experience in marketing tools and communication design in the workshop
- GPA: 3.98/4.00

MAY 2018 — JULY 2020

### B.SC. IN PSYCHOLOGY, CHULALONGKORN UNIVERSITY, THAILAND

- GPA: 3.67
- Thesis: consumer psychology and model’s gender in advertisement
- **Double Degree in B.A. Sociology from University of Queensland, Australia**

## SKILLS

**English:** Advanced (International education)

### Microsoft office

(Words, Power Point, Excel)

- Vlookup, Excel formula

### Other Computer skills

- SPSS
- Canva

### Soft skills

Interpersonal skill  
Presenting skill  
Creativity

## ACTIVITIES

SEMESTER 1/2019

### LEADER OF FRESHMAN HOUSE, CHULALONGKORN UNIVERSITY

- Coordinating between University and House, by attending the meetings and negotiating for house’s benefits.
- Organizing annual events and communicating with all teams to achieve the smooth events.

FEB – NOV 2020

### WORKING IN THAI RESTAURANT, BRISBANE, AUSTRALIA

#### Main roles:

- Handling and talking to customers to ensure satisfaction.
- Managing cashier zone.
- Working in a fast-paced environment.
- Dealing with problems, autonomously, if possible.

**Extra roles:** Managing social media account of the restaurant, preparing the food