



# MISS TANAPORN NITHIPRIT

## PERSONAL DATA

**Address** : 999 Soi Lasalle 75, Bangna, Bangkok 10260 Thailand

**E-mail** : Lamborghini\_mur4@hotmail.com

**Mobile** : +66 (0) 9-8554-2555

**Date of Birth** : May 29, 1989

**Age** : 33 years old

**Gender** : Female

**Nationality** : Thai

**Religion** : Buddhism

**Weight** : 46 kg.

**Height** : 162 cm.

## EDUCATION

**July 21, 2021 | Doctoral Degrees**  
**Chulalongkorn University, Bangkok.**  
Doctor of Philosophy in Political Science.  
GPAX: 3.45

**Sep 4, 2013 | Master Degree**  
**Chulalongkorn University, Bangkok.**  
Master of Public Administration (M.P.A.)  
GPAX: 3.67

**Oct 27, 2010 | Bachelor Degree**  
**Chulalongkorn University, Bangkok.**  
Bachelor of Arts in Geography.  
GPAX: 3.41 (*Second Class Honor*).

## LANGUAGES

**Native:** Thai

**Fluent:** English (IELTS 6.5)

**Moderate:** German

## PROFILE

The researcher position is very appealing and directly match my experiences as now I would like to pursue my career path in this job which allow me to blend my knowledge between marketing research, public policy, research background, and data analytics (extracting customer and politics insights from data). I am confident that I could apply my work experiences, knowledge, and skills in this position promptly.

I graduated Doctoral Degree in from Chulalongkorn University in Political Science. I possess strong knowledge and experience in a variety field of including water policy, governance, Thai politics, ASEAN studies, NPS, Customer Journey, and FMCG project experience that I could be able to adapt at applying my past experiences and skills to use this position to deliver the best result to the company.

As a person who is decision-maker that enable the methods of research skills related to how a company utilizes research and data capability to identify opportunities to enhance marketing policy efficiency through deep insight as well as to contribute to strategic planning. I believe that my skills and competencies could contribute to this position very well.

## WORK EXPERIENCE

**Custom Asia Co., Ltd. | May 2022 - Present**

**Position:** Senior Research Consultant

*Job details*

- Identifies appropriate market research methodology, timeline, tasks in order of priority and teamwork required to meet client's business and research objectives.
- Manages projects from planning, execution to evaluation under the supervision of the Research Director. Controls project costs and time.
- Solve problems and improves the process efficiency of the project.
- Coordinates with internal teams to ensure the timely completion of both qualitative and quantitative market research projects.
- Coordinates with a client to ensure the project's objective is being met and build long-term relationships with clients. Ensures clear and effective communication.
- Provides insightful analysis and recommendations that add value to the research findings through a clear understanding of the client, its competitors and the industry.

## WORK EXPERIENCE

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**Faculty of Political Science, Chulalongkorn University** | Jun 2017- May 2022

**Position:** Researcher

*Job details*

- Analyze research-related data, documents, and research projects.
- Prepare a report on the research progress to present to the appropriate parties.
- Co-create and disseminate academic information and related knowledge in a variety of formats as well as organize academic activities in research and community work.
- Coordination with the research team and the community advisory panel, as well as other networks related.

**Mass Rapid Transit Authority of Thailand (MRTA)** | Aug 2014 - July 2016

**Position:** Plan and Policy Analyst

*Job details*

- Research, analyze, and improve OFI Plan (Opportunity for Improvement Roadmap) in accordance with State Enterprise Performance Appraisal (SEPA).
- Research, analyze, and develop Operational Performance Report (OPR) and Self-Assessment Report (SAR) in accordance with State Enterprise Performance Appraisal (SEPA).
- Research, analyze, and improve performance evaluation system and operational performance report including OPR of MOU (Memorandum of Agreement), OPR of State Enterprise plan, and OPR of operational plan.
- Research, analyze and propose for improvement of operational evaluation system in each level.
- Research and analyze any issues that may arise from day-to-day operations of MRTA.

**Faculty of Political Sciences, Chulalongkorn University** | Jun 2011 – Sep 2013

**Position:** Teaching Assistant

*Job details*

- Responsible for teaching assistant to two professors in faculty of Political Sciences.
- Assist the professors in preparing teaching material and facilities in advance before for the class begins.
- Assist the professors in conducting researches by gathering data and information, research and analyze information.
- Assist the professors in maintaining student records, classroom works, and research data.

**NAVTEQ Solution PCL.** | Mar 2010 - Apr 2010

**Position:** Spatial Analyst

*Job details*

- Gather field data and information to plot details in ArcGIS program.
- Investigate and explore traffic information in each areas.
- Analyze data and information of GPS Trace.
- Implement any other related duties as requested by manager.

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**Bank for Agriculture and Agricultural Cooperatives** | 2021

**Project:** A project to review the values and organizational culture in light of the future direction, as well as a survey of personnel behavior in light of the organizational culture.

**Position:** Senior Research Consultant

*Job details*

- Review the values and organizational culture.
- BAAC's future direction.
- Survey of personnel behavior in light of the organizational culture.

**Chulalongkorn University | 2019**

**Project:** Policy formulation and implementation of rice policy in Vietnam and Thailand in a comparative perspective.

**Position:** Researcher

*Job details*

- Policy politics. ASEAN nation's agricultural policies.
- Comparative public policy.
- Public policy theories.

**Chulalongkorn University | 2017**

**Project:** Inequality in rice policy during the NCPO era.

**Position:** Researcher

*Job details*

- Policy politics. Rice policy under various governments.
- Policies to assist farmers in various nations.
- Public policy theories.

## EXTRACURRICULAR ACTIVITIES

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**Jul 19, 2013** Research presentation, Topic: "Staff Development of Probation Office of The Southern Bangkok District Court", Research and Development Institute Dhonburi Rajabhat University, Dhonburi Rajabhat University, Bangkok, Thailand.

**May 11, 2012** Study trip, Moscow University, Moscow.

## TRAINING & DEVELOPMENTS

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**Sep 29-30, 2015** Workshop participant, Planning Process and Strategic Management of Public Organization, National Institute of Development Administration (NIDA), Bangkok.

**Workshop I: "Opportunity for Improvement Roadmap (OFI)", following SEPA (Year 2015) : held at MRTA Head Office, Bangkok, Thailand.**

- Leadership, Vision and Work Environment.
- Operation Improvement to Prevent from Negative Social Impact.
- Community Analysis and Appropriate Activities that comply with Core Corporate Competency.
- The Development of Project Monitoring Phase in Each Working Level.
- Review and Improvement of Business Continuity Plan.
- Study and Analyze Relationship between People Engagement and Operational Performance.
- The Development Plan of Working Plan, Design for KPI Measurement and In-Process KPI.

**Training and Workshop II: "Operational Performance Excellence (OPE)" (Year 2015) : held at MRTA Head Office Bangkok, Thailand.**

- OPE: Module 1-4 Training with Follow Up (MRTA Real Case)

## PUBLICATIONS

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Nithiprit, T., & Laiprakobsup, T. (2021). Reviewing the literature of water resource management: Case Studies of Kuta and Sanur Area in Bali Province of Indonesia. *Journal of Politics and Governance*, 11(1), 179-201. Retrieved from <https://so03.tci-thaijo.org/index.php/jopag/article/view/251707/168682>

Nithiprit, T., (2022). The Politics of Water Policy Making Process in Indonesia: Comparative Case Studies of Kuta and Sanur, Bali. *Rajabhat Chiang Mai Research Journal*, 23(1), 176-197. Retrieved from <https://so05.tcithaijo.org/index.php/cmruresearch/article/view/252663>

Nithiprit, T., (2022). The Survey of Human Resource Management Knowledge in Business Startup Case. *Parichart Journal*. 35(3), 18-37. Retrieved from <https://so05.tci-thaijo.org/index.php/parichartjournal/article/view/252780>

## QUALIFICATION & SKILLS

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- Demonstrate the ability to work independently and efficiently in (**MS Office - Word, Excel, PowerPoint, and Outlook**), **Adobe Photoshop** and **SPSS**.
- Work well in a high-pressure environment and work as part of a team.
- Human resource knowledge and expertise, as well as people management skills.
- Analytical abilities are used to make decisions and solve problems.
- Be able to use ArcGIS program Beginner of Visual Basics Language.
- Be able to use internet, websites, and social media.
- Discipline and good time management.
- Acquired driver license.

## REFERENCES

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Assoc. Prof. Thanapan Laiprakobsup, Ph.D., Faculty of Political Science Chulalongkorn University, Bangkok,  
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