

# YADA CHOMPOOBUTRGOOL

E-mail: yadayc@gmail.com | Mobile: 085-414-2646 | Date of birth: 1 Dec 1989 | Gender: Female  
Address: 176 Soi Charoenkrung 79, Charoenkrung Road, Wat Prayakrai, Bangkoklame, Bangkok 10120 Thailand

## EMPLOYMENT HISTORY

Nov2020 – Present **Senior Analyst**

*TRIS Corporation*

- **Managing market research projects as well as ad hoc projects** from project setup to report submission (project value ranging from 1.4M to 7M THB).
- **Evaluating project/business performance** to come up with suitable strategic or action plans.
- **Delivering targeted outputs** in terms of scope, deadline and budget, as well as creating value for clients.
- Types of projects: Customer Satisfaction Survey, Public Trust Survey, Project Monitoring and Evaluation.

Mar2020 – Nov2020 **Senior Market Researcher**

*The BRS Co., Ltd.*

- **Managing Quantitative and Qualitative market research projects** to acquire consumer insights and actionable solutions for clients (project value ranging from 1.8M to 9.3M THB).
- **Collecting and analyzing primary data** from the nationwide survey to present key findings, answer clients' questions and help clients achieve their business research objectives.
- **Overseeing the whole project as a project manager** from setting up a project to writing a report.
- Types of projects: Market Positioning Study, Net Promoter Score, U&A, Concept & Product test.
- Examples of clients: banking and retail industries.

Sep2018 – Aug2019 **Qualitative Research Consultant**

*Homerun Consulting*

- **Managing Qualitative research projects** from project setup to report submission.
- **Developing proposals and discussion guides** that answer clients' requirements.
- **Collecting, analyzing and interpreting data** from focus groups and in-depth interviews.
- Types of projects: STB test, Concept & Product test, Exploratory study, U&A, Brand assessment, Shop visit.
- Examples of clients: telecommunications, banking and FMCG industries.

Jan2018 – Sep2018 **Marketing Analyst**

*Kerry Ingredients (Thailand)*

- **Collecting and analyzing secondary and primary data** on markets, consumers, channels and competitive landscape in the food and beverage industries.
- **Designing studies to discover key insights and market trends** to win customers' preference.
- **Preparing and presenting relevant findings** to internal teams and customers for supporting sales growth.
- **Assisting Marketing team** by managing ad hoc projects such as organizing events and tradeshow.

Sep2015 – Aug2016 **Project Manager**

*TNS Thailand*

- **Managing Quantitative market research projects** to acquire consumer insights and business solutions for local and international companies (project value ranging from 500K to 3M THB).
- **Collecting, analyzing and interpreting data** from the survey.
- Generating reports to **present findings and recommendations** to clients.
- Examples of clients: telecommunications, banking and FMCG industries.

Dec2014 – Aug2015 **Marketing Assistant (Loyalty)**

*IKEA Thailand*

- **Improving loyalty programs** for IKEA FAMILY and Småles (children) members.
- **Analyzing data and generating reports** to come up with action plans/campaigns.
- **Developing content for direct communications** to members via newsletter, magazine, SMS, email (EDM) and website.

## **EDUCATION**

2016 – 2017

### **Master of Science in International Marketing Management**

*Leeds University Business School, University of Leeds, Leeds, United Kingdom*

- Award classification: **Pass with Distinction**.
- Awarded the **Masters in Marketing International Excellence Scholarship 2016**.
- Selected to be a **Course Representative**, representing around 260 students.
- Principal modules include Global Marketing, Consumer Behaviour Across Cultures, Social Media Marketing, Marketing Strategy, Marketing Research and Marketing Communications.

2009 – 2013

### **Bachelor of Economics, International Program**

*Thammasat University, Bangkok, Thailand*

- GPA: 3.78/4.00 (**First Class Honours**), 96th percentile of all graduates.
- Major: **Business Economics**, Minor: **Marketing**.
- Awarded **four-year full-tuition scholarship** as a result of achieving #1 entrance examination score out of 733 applicants.
- Awarded **Thammasat Economics Association Scholarship**, which is an annual monetary reward, throughout four years of study.
- Received **Best Paper Award** at the 2012 Best Seminar Papers Conference, paper topic: Mama Instant Noodles: an Industrial Success Story.

2005 – 2009

### **High School Certificate**

*Triam Udom Suksa School, Bangkok, Thailand*

- GPA: 3.98/4.00.
- **Exchange student** at Wakefield High School (NC, USA) from 2007-2008, GPA: 4.0/4.0.

## **EXTRACURRICULAR ACTIVITIES**

Oct 2017

### **Google Analytics - Intensive Analytics by Khun Pornthep Khetrum**

*Silom Space, Bangkok*

- **Received a training course** on how to use Google Analytics, an analytical tool for measuring online campaigns and understanding target consumers.

2016 – 2017

### **Course Representative for International Marketing Management programme**

*Leeds University Business School, University of Leeds*

- Collected and presented student feedback to the Programme Director.
- **Set up extracurricular activities** (e.g., networking event) for students to participate in.

2011 – 2013

### **Vice President of Student Council**

*Faculty of Economics, Thammasat University*

- Raised 250,000 THB to fund class extracurricular activities.

## **PERSONAL SKILLS**

### **Language**

**Thai** (native), **English** (fluent).

- IELTS (Academic): overall band score of 7.5/9.0 (test date: 6 Dec 2014).

### **Computer skills**

- Good command of Microsoft Office™ tools: **MS Word, Excel, PowerPoint, Outlook**.
- Intermediate knowledge of **SPSS Data Collection Survey Reporter**.
- Basic knowledge of **Filmora Video Editor**.
- Basic knowledge of **Adobe Photoshop, Illustrator, InDesign**.

\*\*\*\*\*