



Malinee Thathong

Strategic Project manager

EDUCATION

- 2015 – 2018 Khonkaen University
Economics Theory and Quantitative Analysis
Faculty of Economics
Second-class honors : GPA 3.57
- 2013 – 2015 Sainampeung School
Science - Math

WORK EXPERIENCES

Strategic Project Manager at CPF Thailand | Sep 2020 – Present

- Planning sales and cost reduction strategies from upstream to downstream of the processed egg business with a sales portfolio of approximately 60 million baht per month.
- Analyzing the problems of transportation costs of all sales channels and setting up a supply chain system for selling processed eggs which is specially for Lotus and other modern trade sales channels, including fresh market channels for expanding sales base.
- Solving the problems on the job site and system issues in order to improve the process for the operation team to be able to work in an efficient way.

Future Leadership Program (FLP7) at CPF Thailand | Feb – Aug 2020

- Conducting business through operations at CP Fresh Mart Store and reporting the results to senior chairman for every 2 weeks.
- Mainly selling products to Freshket through B2B channels that generates sales of more than 1.5 million baht per month and support team in marketing and store management.

Management Trainee at CPF Thailand | Sep 2019 – Jan 2020

- Working in the business of CPF Thailand and CPF Trading from animal husbandry until selling as a product.
- Marketing Department: Planning to post weekly product promotions and advertising of various products in the CP Fresh Mart shop for 1 month
- Store Operation: Managing the system which used in sales (POS) in CP Fresh Mart stores for 1 month.
- Food Service Department: Selling B2B products for 1 month.

Internship Program at L'Oréal Thailand | Jan – Apr 2019

- Commercial Excellence Intern, Consumer Products Division.
- Taking care of a special project called Tossakan Trading' to develop L'Oreal's Traditional Trade customers who normally sell products in B2B format only to have B2C sales through opening a shop in online platform especially in Shopee, which can generate sales from 50,000 baht to 200,000 within 3 months.
- Managing stock and producing product assortment.
- Analyzing monthly promotions and promotional activities also calculating the ROI of promotional activities to present General Manager in every month.
- Acting as an intermediary in order to coordinate with warehouses and online customers such as being an admin to answer questions to explain the customers about products.

CONTACT

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SOFT SKILLS

- Great Communication
- Problem Solving
- High Responsibility
- Fast Learning
- Leadership
- Teamwork
- Ability to perform under pressure

HARD SKILLS

- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- STATA
- RStudio
- SPSS

LANGUAGE

- Native in Thai Language
- Elementary Proficiency plus in English
- TOEIC Score : 540