

# Natchaya Prachamtaew

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Seeking for a position which all my knowledge, experience, and skills will add value for an operation. To build upon prior experiences and further my knowledge and experience

**education:** 2019 | Bachelor of Arts, Cyber Business Management, College of Social Communication Innovation, Srinakharinwirot University, GPAX 3.56 (2nd Hon.)

## experience:

**Nov 2021 - Mar 2022 | Senior Analyst, Category Management at Lazada(TH)**

- Responsible for the planning and execution to grow the Fashion subcategory. Develop subcategory strategy based on various data points, derive action plans and execute with team members to monitor and improve key performance indicators
- Assortment planning & merchandising: To understand the gaps and match demand and supply in the market
- Manage relationships with the seller communities with a particular focus on top sellers, acting as a business advisor to ensure their sustainable growth and contribution to the subcategory

**Jun - Nov 2021 | Key Account Management at Grab(TH)**

- Relationships building: Plan out priority partners to pursue, in line with the overall GrabFood
- Strategies on partnership model and content, with help of internal data in driving revenue for partners and Grab
- Engage prioritized partners for business strategy and execution on Grab platform
- Marketing campaign and promotions design: Craft a compelling campaign by leveraging co-marketing partnership with partners
- Work closely with internal product team and marketing operations team to execute campaigns

**Dec 2019 - Jun 2021 | Key Account Management at Shopee(TH)**

- Build strong relationship and trust with key merchants
- Leverage business insights to ensure the success, driving revenue, and smooth operation for sellers on Shopee platform
- Educating sellers on Shopee features, promotional campaign, and market insights, and make them understand more about their business and their achievement factors.
- Negotiating the best deals with sellers and work with cross functional team to develop matching initiatives to boost revenues

**Jun - Sep 2018 | Account Executive at Creative Juice/Bangkok (Internship)**

- Responsible for marketing and promotion of client's company
- Researched and analyzed market competitors then planned and initiate online social media, marketing strategies. Track and report sales and Analysis for survey market, competitors and compare selling price point

**qualifications:** Extensive experience associated with people skills and coordination. Genuinely fond of interacting with individuals from cross-cultural backgrounds. Familiarity with Adobe Ps, Ai, Id, SQL, Tableau, and Excel skills