



WORK EXPERIENCE

IBMP Consulting

Business Analyst (Contract-based)

Bangkok, Thailand

Apr 2021 – Oct 2021

- Extracted key insight from customer to analyze brand preference and brand equity for one of the most famous Medicine & Health supplement chain store to build up the implement business strategy to complete objectives.

YCP Solidiance Consulting

Business Analyst (Contract-based)

Bangkok, Thailand

Oct 2020 – Dec 2020

- Collaborated with Indian, Vietnamese, Indonesian, and Burmese Analyst teams to establish market validation plans to enter the Asian market.

PriceWaterhouseCoopers (PwC Thailand)

Audit Intern

Bangkok, Thailand

Jan 2020 – May 2020

- Provided a range of assurance services to a variety of clients from small, fast-growing clients to large entities.

PICO Thailand

Event and marketing organizer assistant

Bangkok, Thailand

Jan 2018 – Dec 2019

- Delivered the effective management of commercial services, in relation to driving business growth, income, and continual improvement across the service.

Samsung Thailand

Samsung Galaxy Ambassador

Bangkok, Thailand

Aug 2017 – Sep 2017

- Achieved the target sales of 'EXO case limited edition': out of stock within one week.

EDUCATION

Thammasat Business School (Master's Degree - Marketing Management)

Integrated Bachelor's and Master's Degree in Business and Accounting (GPA: 3.67)

Bangkok, Thailand

Jan 2021 - June 2022

Thammasat Business School (Bachelor's Degree - Accounting) First-class Honor

Integrated Bachelor's and Master's Degree in Business and Accounting (GPA: 3.59)

Bangkok, Thailand

Aug 2017 – Dec 2020

EXTRA CURRICULAR

Honors & Awards

- **Finalist - Digital Opportunities for Talents (DOTs)** Aug 2022 - Present
Involved in helping sustainable SMEs grow on online platforms.
- **Silver Award - Best Lifelong Learning Initiative 2021' International Award from Association of MBSs (AMBA) and Business Graduates Association (BGA)** Feb 2021
Collaborated with the community to implement an effective business plan and grab the greatest opportunity to launch new product selling aboard to France and Germany which can increase around 300% of sales.
- **First Runner-Up - TBS Case Competition** Nov 2020
Developed strategy and Marketing (IMC) plan for Bangchak E20SEVO.
- **Finalist - Shopee 9.9 Contest (Honorary Mention)** Oct 2020
Ranked in the Top 8 among 1,337 teams, created a competitive marketing strategy for Shopee 9.9 campaign.

Activities

- **Work and Travel USA 2021** Mar2020 – May 2020
Participate in Work and Travel USA program 2021
- **Member of IBMP Case Club** Sep 2020 – Dec 2020
Practice and Participate in various business case competitions.
- **Cheerleader - TU Freshy Games 2017 & CU-TU Traditional Basketball 2018** Aug 2017 – Dec 2020
Lead and Cheer for the team as a form of encouragement.
- **Head of Director - IBMP Drama 2017** Dec 2017 – May 2018
Oversee and orchestrate the mounting of theatre production.
- **Volunteer - UNHCR** Aug 2017 – Sep 2017
Educational assistant for children who have not received Thai citizenship yet.

ADDITIONAL

- **Languages:** Thai (native), English (upper-intermediate), Mandarin (intermediate)
- **Technical skills:** Basic SQL, Microsoft Excel, Adobe Illustrator
- **Certifications:** Essential SQL (2022), Salesforce platform badges (2022), Google Analytics (2022)
- **Relevant courses:** Business Problem Analysis and Decision Making, Strategic Management, Business Planning, Accounting and Financial Information for Decision Making, Business Law Trading and Investment regulations.