



NITITHAT TANYANAN

CONTACT DETAILS

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in [Nitithat Tanyanan](#)

SKILLS

- Leadership
- Data Analysis
- Critical Thinking
- Strategic Thinking
- Financial knowledge
- Statistics knowledge
- Project Management
- Problem Solving
- Flexibility



Intermediate to Advanced
e.g. if, lookup, pivot, regex,
power query



Intermediate
e.g. data viz, dashboard design



Basic
e.g. left/inner join, data model



Basic
e.g. tidyverse and dplyr

Basic cloud computing and big data
Other MS office and G suite

EDUCATION

B.B.A. IN MANAGEMENT SCIENCE (MARKETING)
Silpakorn University, Thailand

GPA 3.72 study all about marketing and business. (2019)

LANGUAGES

THAI ▶ Native

ENGLISH ▶ Intermediate (TOEIC 615)

CERTIFICATES

Data Science Bootcamp #3
By **Data Rockie**

The Fundamentals of Digital Marketing
By **Google Digital Garage**

Future Leadership Program
By **Charoen Pokphand Group**

Marketing Trainee #33
By **Marketing Association of Thailand**

Junior Marketing Association of Thailand
By **Marketing Association of Thailand**

SUMMARY

Generalist with set of data skills and business knowledge along with background in marketing. Currently, working as business analyst at pre-series A startup, have been worked about analyst role, marketing, retail business, sales and cross functional project. Now I'm looking for challenge job to use my knowledge and my skills to make huge impact both business and social.

WORK EXPERIENCE

BUSINESS ANALYST

Easy Rice Digital Technology Co., Ltd. | 2021 - Present

- Feasibility study, market and competitors analysis
- Requirement analysis and validation and turn into products
- Analyze business performance and optimize
- Provided strategic recommendation to C-level and management
- Work cross functional with other team to achieve company goals
- Basic knowledge about AI, Machine Learning and Deep Learning

PROJECT MANAGER (MANAGEMENT TRAINEE)

Charoen Pokphand Foods Public Co., Ltd. | 2020 - 2021

● Store Project (CP Freshmart)

- Analyze area's potential both B2C&B2B
- Manage active and inactive SKUs in store with analysis framework
- Manage and optimize sales team to reach B2B target
- Keep all project in timeline to achieve team goals

Result : Made growth of sales for my store about 70% in 3 months

● Strategic Project (Cross Functional Team)

- Planning business strategy for BU
- Optimize each SKUs and channel to maximize profit in long term
- Lead cost reduction project (packaging and logistic)
- Manage and optimize sales team with data tools

Result : Made growth of sales for BU about 60% in 8 months

Increased NP from 2% to 8%

PRODUCT MARKETING

United Foods Public Co., Ltd. | 2019

- Conduct market research on customer and consumer insight
- Plan and optimize sales channel to reach goals
- Forecast sales target and retain sales of existing SKUs
- New Product Development & listing in modern trade (7-11)