



ANYANUCH BAMRUNG

MANAGEMENT TRAINEE AT TRUE CORPORATION
EXPERIENCED IN GOVERNMENT, FINANCIAL
INSTITUTION, HOSPITALITY, AND TELECOM

ACCOMPLISHMENTS

- Chinese Government Scholarship Student
- Won best final project award in Data Champion project by True Digital Academy
- Google advanced analytics certification
- Google the fundamental of digital marketing certification

PROJECTS

- **BMA5 Facebook and Line OA**
PM: Manage sale pipeline and create a marketing strategy.
- **5G revenue tracking dashboard**
PM: Establish 2B Mobile strategy with 300 MB target revenue.
- **5G VIP Citizen**
PM: create an executive marketing campaign with top CEOs in Thailand.
- **5G Driving force for the future project with Huawei**
PM: Co-project with Huawei Thailand organizing 5G knowledge-sharing workshop to True's B2B sale.
- **5G Worldtech Expo**
Be an international key account.

LANGUAGE TOEIC 900

CONTACT DETAILS

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ACADEMIC HISTORY

Shanghai International Studies University, China

Sep 2018 - June 2020 | **MBA, digital marketing (international program), 1st class**

Thesis: A study of localization marketing strategy of HSBC, Bangkok branch, Thailand

Chulalongkorn University

Class of 2011 - 2015 | B.A Political Science, International Relations and public administration, 2nd class honors

SKILL AND ABILITIES

- 5G for business
- Digital marketing
- Building connections
- Beginner SQL, Tableau
- Microsoft Office
- Market research
- Result-oriented
- Agile and resilience
- Data analytics
- Innovation Technology

WORK EXPERIENCE

True Corporation

MT | JAN 2021 - Present

Key Achievements

- Be project manager on assigned project and self-established.
- 5G innovation, Regional management, E-commerce rotations.

GCP Hospitality Thailand (Gaw Capital Group)

MT | JUL 2020 - DEC2020

Key Achievements

- Conduct competitor analysis, CRM & E-commerce launching.
- Revenue part: established monthly revenue & weekly pace report for investors.

HSBC, Bangkok branch

Know-Your-Client Analyst | MAR 2017 - AUG 2018

Key Achievements

- Completed CDD and risk review on existing and new on-board corporate clients over 50 cases with 99-100% QA pass in Master group team.

Ministry of Foreign Affairs, Thailand

Website and media executive | OCT 2015 - SEP 2016

Key Achievements

- Host radio program twice a week.
- Co-founder "People's Foreign Affairs Concept" for MFA.