



Sirawich Rattanasopha

DATA ANALYST

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EDUCATION

- **Graduate Diploma Program (Teaching Profession)** Thonburi University
August 2020 - February 2022
- **Bachelor of Science (Mathematics)** Silpakorn University (GPA 2.44)
January 2016 - April 2020

CERTIFICATION

- Google **Data Analytics** Professional Certificate (Coursera)
- Google **Digital Marketing** & E-commerce (Coursera)
- **Data Science** Bootcamp (Datarockie)
- Introduction to **Data Studio** Certificate (Google Analytics Academy)

SKILL

- **Programming Language** : R, Python and SQL
- **Data Visualization** : Power BI, Tableau and Looker Studio
- **General** : Excel (advance without VBA) and Power Point

WORK EXPERIENCE

- **Social media analyst** **June 2022 - Present**
 - **ZANROO Inc.** Company that specializes in social media consulting and analytics through the use of social listening tool.
 - **Head of the Ovaltine and Suzuki project** as well as supporter of Nissan, Mercedes-Benz and PTG projects (collaborated with several brand marketing teams).
 - **Created and installed new keywords, categories, tags, and sentiments** to collect messages on social media using a social listening tool **to convert unstructured data to structure data.**
 - **Reported and presented data** in the form of daily reports (in collaboration with developers), monthly reports, and ad hoc reports created **with Power Point and Looker Studio.**
 - **Analyzed KOLs, Influencers and community page** to discover the page or person who can **increase brand engagement and campaign awareness.**
 - **Recommended various brands in terms of creating trending content** on social media, organizing both on social media and on ground **activity**, and **naming keywords** for SEO.