

Name: Kornkanok Suwankiri
Email: kornkanok.suwankiri@outlook.com
Phone: +66 89-123-4567
Location: Bangkok, Thailand

Summary

Marketing-focused data scientist with 6 years of experience in FMCG analytics. Specializes in uncovering consumer insights to drive growth.

Education

- MSc in Marketing Analytics, Assumption University, 2017
- BSc in Economics, Chulalongkorn University, 2015

Skills

- Programming: Python, SQL, SAS
- Marketing Tools: Google Analytics, Looker Studio
- Machine Learning: Sentiment Analysis, CLTV Prediction
- Soft Skills: Data storytelling, cross-functional collaboration

Experience

Data Scientist, SCG Chemicals (2017–2023)

- Built a sentiment analysis model, improving customer satisfaction.
- Analyzed sales data, leading to a 10% revenue increase.
- Delivered marketing dashboards for executives, reducing reporting time by 30%.

Business Acumen

- Strong knowledge of FMCG trends and market dynamics in Thailand.