

Chutika Hetrakul

Ambitious and results-oriented Business student with a Law degree. Managed international projects with foreign clients. Extensive experience working with Spanish businesses and facilitating international trade.



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🔗 linkedin.com/in/chutika

📁 Work History

- **Expansion Development Representative**

Jeffapp, Valencia, Spain

2020/03 - 2020/04

- Managed Lead portfolio generated by Marketing & Acquisition team
- Qualified leads profile and develop strategies focused on segmentation and recruitment of the lead
- Developed synergies between Digital Marketing department and Sales, all focused on international markets

- **Assistant Managing Director**

Occirient (Thailand) Co.,Ltd, Bangkok, Thailand

2016/09 - 2017/09

- Designed and executed marketing strategy for the distribution of products to supermarkets and department stores
- Negotiated contracts with 3 leading supermarkets in Thailand to carry our products and lower the commission price by 5%, increasing our revenue by 61%
- Managed Thai and Spanish partner accounts to maintain the relationship and grow our business with them.
- Led process for obtaining import/export and customs approvals from various government agencies

- **Intern**

Office Of Commercial Affairs, Royal Thai Embassy, Madrid, Spain

2016/01 - 2016/03

- Prepared weekly analysis of the Spanish economic and political situation to guide policy decisions
- Provided political and business risk information packages to promote Thai private investment in Spain
- Coordinated with various local Spanish companies to organize promotional events for the Embassy and Thai investors

- **Intern**

Department Of Protocol, Ministry Of Foreign Affairs, Bangkok, Thailand

2015/06 - 2015/08

- Assisted in preparations for receiving international delegations
- Drafted various policy documents for the division head
- Managed event planning and budgeting between the Department and foreign embassies

Education

- **Master of Science: International Business**

EAE Business School - Barcelona, Spain

Minor in Project Management

2019/04 - 2020/02

- **Bachelor : Law**

Thammasat University - Bangkok, Thailand

2012/05 - 2017/12

- **Certificate: International Summer School**

ESADE Business School - Barcelona, Spain

2018/06 - 2018/08

Software

Microsoft Office – Very Good

Lightroom – Very Good

Languages

Thai – Native

English (IELTS 7.5) – Superior

Spanish – Advanced