

PASUT MEKASUVANROJ (PAT)

5/277 TIWANON RD.
PAKKRED, NONTABURI, THAILAND 11120

CELL: (+66) 86 570 5144
EMAIL: PMEKASUV1@GMAIL.COM

EDUCATION

Aug 2009 - Dec 2012	UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN <i>Bachelor of Science, Industrial Engineering (3.5 Years)</i> <i>Track Option of Supply Chain Management, Manufacturing, and Logistics</i>	Champaign, IL, USA GPA: 3.44/4.00
--------------------------------------	---	---

PROFESSIONAL EXPERIENCE

Aug 2014 - Ongoing	VCNC INC. (Between App) – Value Innovator (Country Lead) <i>Responsible for growth and monetization of Between Mobile Application – a private 1-to-1 SNS for couple, as the first and only current member in Thailand</i>	Bangkok, Thailand
-------------------------------------	---	--------------------------

MARKETING ACTIVITIES

Increasing Between's user base

- Defining overall TH strategy, target market, and marketing plan
- Research, plan, and execute all marketing activities including: Facebook Ads, Facebook Pages, Instagram Influencers, Social Media Contents, Press Releases, Offline Events
- Coordinate with part-timers, freelancers, or agencies when necessary to execute with maximum return on marketing budget
- Finding new channels and methods to market Between

BUSINESS DEVELOPMENT ACTIVITIES

Working with partners/advertisers to monetize or grow Between

- Ad sales to agencies or direct clients
- Planning, structuring, managing and executing campaigns for advertisers, as well as partnership/barter campaigns
- Finding new ways to monetize Between in Thailand

INTERNAL ACTIVITIES

Lead analyst in a project team of three analysts

- Supporting administration activities such as hiring, accounting and law
- Supporting product localization including analyzing user activity, feedbacks, or surveys

Mar 2013 - May 2014	BRIDGE CONSULTING CO., LTD. – Lead Analyst <i>Executed three projects under the support of the firm's managing director or partners</i>	Bangkok, Thailand
--------------------------------------	---	--------------------------

MCOT PLC. – Economic Value Management

One of the two co-lead analysts in the project team

- Directed MCOT in computing EVA and developed transfer pricing among its business units, while actively involving in the development of quarterly tracking report
- Assisted MCOT in setting its 5-year strategic direction by performing external and internal analysis (MCOT's EVA trend, competitors' EVA driver benchmarks, sensitivity of MCOT's EVA drivers) and conducting workshops to brainstorm strategic improvement plans
- Analyzed MCOT's 5-year strategic direction using BSC, EVM, and forecasted EVA
- Constructed a financial model for a new investment project, including its projected financial statements, forecasted incremental EVA returns, and other key indicators

- Developed a new incentive model that aligns with MCOT's current roadmap and accounts for EVA performance of both corporation and business unit in either bonus funding or distribution
- Mapped the internal process of MCOT's strategy department to develop its SOPs

PTT PLC. (Gas Transmission Pipeline) – Growth Strategy

One of the analyst in a project team of three analysts

- Analyzed other energy markets and gas markets in each continents and conclude key findings and preliminary recommendations
- Conducted several brainstorming workshops to analyze PTT's internal capabilities and generate new business initiatives that aligns with the changing environment
- Executed key researches, performed communication sessions, and constructed financial models of new business initiatives

MITR PHOL GROUP CO., LTD – Change Management

Lead analyst in a project team of three analysts

- Facilitated workshops to train Mitr Phol's project team into change agents that will inspire a value-added culture through "Leading by Example" and EVA knowledge
- Supported Mitr Phol's project team in identifying value-adding projects that will inspire change through demonstration of a value-added mindset

Aug 2012	SEWARD SCREW PRODUCTS, INC. – University Project	Champaign, IL, USA
- Dec 2012	<i>Delivered a real solution on the firm's product costing with three other team members</i>	
	<ul style="list-style-type: none"> ▪ Mapped the firm's operations for "Building 1" (washing, packing, shipping and storage) and developed an appropriate product costing scheme along with a costing model 	

LANGUAGE PROFICIENCY & SKILLS

- **Languages:** Fluent in Thai, and Excellent command of English
- **Functional Skills:** Excellent analytical skills, problem solving skills, learning curve
- **Technical Skills (Marketing):** Growth-hacking Strategy, Social Media Marketing, Influencer Marketing, Digital Media Ads, Press Releases, Offline Event
- **Technical Skills (Operations & Finance):** Financial modeling, linear programming, supply chain optimization, decision analysis and simulation
- **Computer literacy:** Expert in MS Excel, PowerPoint, Word, Intermediate in Linear Programming Tools (AMPL, Excel's Solver, TORA), Visual Basics for Excel, Simulation (Sigma), SPSS and Adobe Photoshop