

CHAROYBOON TUNTRAVIWAT

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EDUCATION

Heriot-Watt University, Edinburgh, Scotland

9/2014-11/2015

- Merit Award in MSc. Logistics and Supply Chain Management

Thammasat Business School International Program, Bangkok, Thailand

5/2008-3/2012

- Finance Major with cumulative GPA of 3.33
- Second Class Honor in Bachelor Degree of Business Administration (BBA)

HEC Montreal, Quebec, Canada

1/2011-5/2011

- One semester as an exchange student
 - Awarded an exceptional grade in Business Communication Level
 - Promoted home university and Thai culture to local students
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EXTRA CURRICULAR ACTIVITIES

HSBC Young Entrepreneur Challenge

4/2012-8/2012

- Won a 2nd Runner Up of HSBC Young Entrepreneur Award
- Led a team of 3 members to formulate a practical business plan with the innovative products called 'NutriWheat' that cater to the current demand of health related issue in Thai market
- Enhanced product's value by modifying local agricultural product of 'tapioca resistant flour' as backed up by scientific research of health benefits
- Developed financial plan to support NutriWheat business plan which have a revenue scale of 14M baht
- Diagnosed and identified health-conscious trend to determine marketing plan of targeted consumers
- Surveyed 200 participants and evaluated the pricing strategy to different groups of customers
- Strategized short and long-term goal with the possibility of future expansion to foreign markets

MSIG Think Bright Internship

2/2012-4/2012

- Joined internship program at Mitsui Sumitomo Insurance Company for a given project base
 - Led the team of 4 members to do research on insurance market to solve specific problem by surveying more than 200 households, analyzing the results, and formulating recommendations to MSIG
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PROFESSIONAL EXPERIENCE

Lazada Thailand, Rocket Internet GmbH

6/2012-7/2014

- **Corporate Strategic Partnership and PR Manager** 10/2013-7/2014
 - Executed new marketing campaigns by collaborating directly with Regional CMO, Country Manager, and partnership managers in other ventures as well as adapting the best practices from each venture to the local needs such as 1 Million Facebook Likes Campaign, Online Revolution, Lazada Anniversary, etc.
 - Implemented new standard partner on-boarding process
 - Developed partnership pipeline involving commercial banks, telecommunications, Internet providers, restaurants, airlines, etc.

- Maximized ROI by doing research and analysis of each partner's customer base such as average basket size (purchasing power), demographic characteristics, best-selling categories, etc.
 - Initiated and executed alternative campaign ideas e.g. installment campaign, reward campaign, student project contest, CSR project with UNFPA resulting in revenue enhancement, higher conversion rate, customer awareness, as well as corporate image promotion
 - Organized marketing communication by writing press release to support all Thai nationwide campaigns
 - Proposed media plan and partnership building with large financial services to explore potential partnership opportunities as well as leverage on partners' customer base
- **B2B Leader** **9/2013**
 - Executed more than 25 B2B deals
 - Generated more than 700K baht of revenue for Lazada Thailand within 3 weeks by minimizing back-orders to be nearly zero
 - Collaborated with supply chain management team such as inbound, outbound, and purchasing department to ensure the products get delivered to the customers in a timely manner
 - Discussed potential problems with each of B2B clients and solved such problems to maximize customer satisfaction and show ownership and responsibility for each customer i.e. credit limit, credit extension, tax invoice, etc.
 - **Corporate Strategic Partnership Assistant and PR** **3/2013-9/2013**
 - Arranged meetings to possible partners e.g. banks, restaurants, telecommunications, airlines
 - Explored possible partnership opportunities e.g. communication channel, customer base, cost absorption/sharing
 - Analyzed and followed up the existing campaign to ensure its effectiveness e.g. voucher analysis, redemption rate, marketing communication, which were reported to management team
 - Organized corporate special events e.g. workshop for VIP customers, blogger event, 1st and 2nd anniversary press conference, mobile app press conference, booth set up at partner's offices
 - **Financial Controller** **6/2012-2/2013**
 - Planned the budget for projected revenues and expenses
 - Evaluated departmental expenses and examined unnecessary costs leading to corporate cost-saving of up to 20%
 - Conducted supplier payment and corresponded with sourcing team and purchasing team resulting in a better workflow in payment confirmation and minimized the potential of lost invoices
 - Directed treasury cash balance to ensure that company has sufficient cash-on-hand

Burapa Thai Restaurant

2/2015-11/2015

- Waitress
 - Served customers as requested and handled necessary tasks as required by manager
 - Improved store revenue by creating effective customer's flow given the constraint of limited table
 - Administered cash balance on a daily basis to ensure adequate cash-on-hand
 - Coordinated with multiple customers simultaneously (both take-away orders and sit-in)
 - Streamlined working process to assure that the food being served was sanitized and hygiene resulting in higher customer satisfaction

SKILLS

- Passionate in learning new things and result-oriented
- Adapt easily to new working environment and colleagues
- Able to work with a diverse group of people and handle stressful workload within tight deadline
- Experience in Thai e-commerce system as well as necessary e-commerce knowledge
- Excellent analytical and interpersonal skills

Language

- Excellent command in both Thai and English in all aspects

Computer Literacy

- Excellent command in Microsoft Offices
- Good command in statistical analysis tool e.g. SPSS