

MS. Piraya Jirathornkul (René)

272 Soi Charoenakorn 40, Banglumpulung, Klongsan, Bangkok 10600

Mobile: 094-464-6299

Email: pry.jira@gmail.com



Career Objective

To pursue a career that could provide me with the opportunities to utilize my experiences, knowledge, skills and add value to myself through continuous learning

Personal Detail

Age : 26 years old
Date of Birth : 19 April 1989
Marital Status : Single
Nationality : Thai
Religion : Buddhism

EDUCATION & TRAINING

Thammasat University, SIIT, Bangkok, Thailand

2007-2011

- Bachelor's Degree in Science (B.Sc.), Major Engineering Management (International Program)

Sarasas Ektra School, Bangkok, Thailand

2001-2007

- Bilingual School, Major Mathematic – Science

EMPLOYMENT EXPERIENCES (Present – Past)

COL Company Limited Bangkok, Thailand (Central Online, Central Group)
Position: Merchandising Department Manager (Fashion)

March 2015 - Present

- Update fashion trends, sourcing and select products for selling on website which can increase conversion rate, ticket value and sales volume. Also, negotiate for margins, trade terms, condition and extra agreement with vendors
- Forecast initial stock order quantity and expected launch date on website
- Collaborate with vendors and marketing team in planning for new arrivals promoted
- Cooperate with marketing team for creating marketing plan and planning for paid and non-paid media e.g. website banner, google ad words, Facebook post, Facebook ads, EDM, special e-coupon
- Assistant to marketing team in cooperation with vendors, and keep them updating products promotion and product situations to increase sale volume
- Monitor stock and cooperate with replenishment team for stock fulfillment
- Cooperate with call center team in product returning cases from customer and investigate root cause each product damage case. Then, cooperate with relevant departments for further process

- Prepare weekly, monthly, annual sales and SKU report (on weekly basis) with support insightful analysis of sales performance and trend with practical solution
- Develop necessary merchandise analysis e.g. customer analysis, aging stocks, sales by campaign, effective promotion and effective media for each product types
- Co-design webpage for fashion department to grab a potential customer's attention

FN Factory Outlet Co.,Ltd, Bangkok, Thailand
Position: Overseas Merchandiser

August 2013 - February 2015

- Developed research for products
- Selected items which are able to generate highest sale volume
- Cooperated with designer about product design and their packaging of each product to represent their features and attract their target customers
- Sourcing for suppliers and negotiated for the best price and quality
- Set up selling price and quantity which can make the maximum profit
- Prepared and managed all correspondence documents for purchasing and international sale contract
- Approved order and follow up the production line. Also, responsible for problems that can be occurred (including approval samples quality, visiting factory for solving problems etc.)
- Coordinated with shipping vendors for importing products
- Cooperated with marketing department to promote products and prevent dead-stock
- Provided product knowledge for sales persons and inform them to represent our products competitive advantage
- Responsible for Quality Checking before distribute products to FN branches
- Designed visual merchandize
- Forecasted sale and monitored stock turnover to manage stock and sale volume
- Analyzed and summarized weekly, monthly, quarterly and annual sale performance
- Prepared sale presentation to Board of Directors

ADDITIONAL DETAIL

Computer : Proficient use of Microsoft Office, Microsoft Project, Adobe Photoshop

Professional : Fashion, Decision Making, Analytical, Communication, and Leadership Skills.
 Able to work as a team as well as independently

ACTIVITIES

- High school Vice President