**PHUNNAPA LIMTANSAKUL**

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SUMMARY OF QUALIFICATIONS

I have an extensive range of professional experiences and will always put maximum effort into the tasks I am allocated. Furthermore, I have a lively, friendly and very considerate personality, and able to all working environments.

EDUCATION

2004 – 2008  **Assumption University**  Bangkok, Thailand

Bachelor Degree of Business Administration

*Major: Marketing*

1999 – 2004 **San Clemente High School** California, U.S.A

1999 **Hanson (Ole) Elementary School** California, U.S.A

EMPLOYMENT EXPERIENCE

Apr/2015 – Present **Lazada Thailand (Rocket Internet)**

*Head of Brand Partnerships* *(FMCG)*

* Lead project of FMCG brands through e-commerce channels
* Lead cross media planning functions such as on-site key assets channels in accordance to brand partnership marketing plan
* Develop and standardized effective marketing strategies for brand partnership and support Commercial and Marketing knowledge/ideas
* Plan and coordinate the implementation of brand partnership with internal Merchandising, Marketing and Product management
* Evaluate committed online and offline channels for brand partnerships
* Drive initiatives, share the best practices results with Reginal teams
* Track and analyze brand partnership campaign and sale performance

Sep/2013 – Apr/2015 **Big C Supercenter Ltd., Bangkok (Thailand)**

*Division Manager – Cost Optimization & Procurement*

* Lead cross functional projects to simplify major business processes and support projects to optimize and generate cost savings
  + Standardize and optimized brochure printing for all formats; implemented March 2014
  + Standardize PR/PO process; implemented May 2014
  + Optimize receipt length for all business format content bases especially purchase using membership; implemented July 2014
  + Create efficient way to promote and gain profit by selling back of receipt advertisement; implemented August 2014
  + Exclusion of coupon payments towards cash coupons and POS logic correction (No point accumulation to coupon payment); implemented August 2014
  + Standardize price tag (normal and promotion) by optimize the specification; implemented September 2014
  + Negotiated of cash pick up service base on term & condition, frequencies and transition; implemented November 2014
  + Optimize Bill payment receipt length for all business format content; implemented February 2015
  + Negotiated of other incomes marketing research service base; implemented March 2015

*Assistant Manager – Procurement & Operational Excellence*

* Works with Procurement (Non-Merchandise) team and key stakeholders across departments to ensure the most efficient, accurate processing and documentation of purchasing transactions for the assigned spend categories
* Overall goal of achieving category savings targets and simultaneous deliver highest service levels to internal customers
* Develop and implement sourcing strategies for key spend categories.
* Support the project leader in all tasks related to the work stream such as prepare / conduct analysis and presentations.

*Assistant Manager – Strategic Cost Optimization*

* Conducted P&L/ spent data analyses, build spend baseline, and identify savings opportunities against the baseline to help strengthen the company’s financial performance.
* Conduct strategic supply market analyses to evaluate and develop new supply opportunities for company; visit suppliers to evaluate supplier performance and qualify new suppliers.
* Supported commercial negotiations through a fact-based and result oriented approach.

Jul/2012 – Jun/2013 **Qatar Airways, Doha (Qatar)**  *Cabin Crew*

* Provided excellent customer service. Trained to deal with security and emergency situation and can administer first aid when necessary.

Mar/2009 – Jul/2012 **McKinsey & Company Inc. (Thailand)**

*Executive Assistant*

* Led organizing team for Consulting Fellowship Program (CFP)
* Provided high-level assistance and coordination support to all consultants on person and team including develop organizational tools, developing a total work plan (e.g. calendar) and all important internal & external events (e.g. CEO Roundtable, Office-outings)
* Managed with reproduction of presentation materials (arranging administrative supplies as required).
* Administrative responsibilities including filing, time-sheets, expenses, sending out bills, maintenance of records, mailing lists etc.

*Team Assistant*

* Coordinated to arrange meeting via video-conferences, phone conferences for team and group as necessary.
* Ensuring practical arrangement and coordinating the logistics support along with preparing the welcome package for visitor.
* Provided robust administration, travel arrangement and logistical support to person and team.

*Information Analyze*, Part-time (Jan/2008 – Feb/2009)

* Research information organized and summarized into targeted, error-free to memos and charts.
* Obtaining and compiling background documents and guidelines from the internet and other sources.

ACTIVITES

2008 **Chuo Senko Public Thailand Ltd., Bangkok (Thailand)**

Internship program: *Strategic Planners Group* (March – 30 May, 2008)

2007 **Airports of Thailand Public Company Limited, Bangkok, Thailand**

Launch questionnaires of the International Air Transport Association with a high level of English competence throughout program (31 August, 2007)

2007 **Six Flags Great Adventure, New Jersey, USA**Work & Travel program; Ride Operation (March – May, 2007)

2005 **11th UN Congress on Crime Prevention and Criminal Justice**

Volunteer of Transfer Arrangements for participants (15-25 April, 2005)

2004 **XXVI Congress of the World Federation of Hemophilia**  
 Volunteer of Travel Arrangement (17-21 October, 2004)

2004 **XV International AIDS Conference** Volunteer of Travel Arrangement (11-16 July, 2004)

TRAINING COURSES

* **Aviation/Airline training** (23 July – 16 September, 2012)  
  *Institute: Qatar Airways, Doha, State of Qatar* - Grooming and Personality  
   - First-Aid Course  
   - In-flight Service Excellence Programand Communication (English and Arabic language)  
   - Safety and Emergency Procedures Excellence Program- Emergency Simulator by Emirate Aviation Collage, Dubai, U.A.E
* **Communication structure**  
  *Institute: McKinsey & Company Inc. Singapore* - Course #1 (07-08 July, 2010)   
   - Course #2 (27-28 June, 2012)

SKILLS

**Computer:** Proficient in Microsoft Offices, Photoshop and IBM Lotus Notes

**Languages:** Thai (native) and English (fluent)