

Chonlabud Tohthong

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Analytical, detail-oriented, and quick-to-learn developed from a Master of Science degree in Digital Marketing. Having experience working on SEO and web analytics. Also, passionate about data analysis, marketing research, and solving business problems. Strongly interested in working in the data analytics field.

Experience

SEO ANALYST INTERN, AppyMaps, England | *August – September 2022*

- Developed SEO skills using relevant SEO tools i.e. Google Analytics, Ubersuggest, and SEO Screaming Frog for analysing, monitoring, and optimizing a website
- Completed SEO research and implemented findings of SEO analysis to improve audience reach
- Wrote weekly reports and recommended changes to website structure, content, linking, and keywords to improve SEO positions
- Worked closely with a manager to improve SEO performance

GENERAL ASSISTANT, CHONLABUD PLASPACK CO.,LTD., Thailand | *February 2019 – 2021*

- Worked with a web developer to create a company website
- Monitored online traffic and conversions
- Administrated and Managed Quality Assurance System starting from raw material input to output
- Prepared staff's payroll and payment including payment for statutory requirements

ASSISTANT INTERN, LA BICYCLE (THAILAND) CO., LTD., Thailand | *June – July 2017*

- Worked with Production department on a project regarding reducing the time in electric bike assembly process
- Received and checked on parts of electric bicycle before sending to the assembly process
- Recorded the database and performed a physical count of inventory, then reconciled actual stock count to computer-generated reports

Skills

Data Programming languages: SQL, Python

Data Visualization: Microsoft Excel and PowerPoint, Tableau, PowerBI

SEO: Wix, Screaming Frog, Google Analytics, Ahrefs, SEMRush, Google Search Console

Education

Master of Science in Digital Marketing, Loughborough University, London, England | *December 2022*

Distinction

Relevant courses

- Strategic Marketing and Management
- Foundations of Artificial Intelligence and Data Analytics
- Principles of Data Science
- Collaborative Project
- Gaming Technologies and Systems
- Digital Practices for Customer Engagement
- Digital Technologies for Market Analysis

Bachelor of Technology in Engineering Business, Silpakorn University, Nakhon Pathom, Thailand | *January 2019*

2nd Class Honours

Project

Forecasting the next purchase date of an individual customer in B2C e-commerce | *September 2022*

I created this work using python with a predictive analysis technique to calculate the next purchase date of an individual customer in e-commerce. The RFM metrics were used for customer segmentation into three groups based on their past purchasing behaviour. The outcomes from this technique can identify whether a customer will buy products in the next three months.

Collaborative Group project | *April 2022*

In this project, I got the opportunity to collaborate with a Sports tech start-up company in Germany by conducting research and designing a sports motion tracking game with an AI-related concept, also wrote a report which included a strategic marketing opportunity and business plan for the product and company.

Market Analysis Group Project | *March 2022*

Worked within a team of 5 to conduct exploratory studies regarding the efficiency of the boycott campaign through hashtags on Twitter platform. TAGS (Twitter Archiving Google Sheet) was used for collecting real-time data from the Twitter through hashtags. Tableau Software was also used to examine the Twitter-based data we collected, and the project's outcomes were presented in the poster.