

# LATISHA KHORANA

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## EDUCATION

### Thammasat University, Bangkok Thailand

Bachelor of Business Administration, International Program (Awarded Case Honors)  
Marketing Major, Finance Minor

August '17 - May '21

### Wirtschaftsuniversitat Wien, Vienna

Exchange Program with focus on finance courses & international strategizing courses  
Selected as the one of the two students for this exchange program

September '20 - December '20

## BUSINESS EXPERIENCE

### Shopee - Business Intelligence : BI Strategy & Planning (Senior Associate- Final Placement after GLP Program)

Jul'23- Present

- Determine key performance metrics for campaigns and develop automated dashboards with SQL and excel for cross-functional use
- Lead key analysis for cross-functional campaign improvement to optimise cost by 30% but still retain performance uplift to be more than 50%
- Analyse key campaign mechanics in terms of ROI, uplift in traffic, purchase and overall consumer retention and implement improved directions
- Implemented forecasting model cost projections based on predicted buyer behaviour to manage campaign spending
- Lead, analyse and improve campaign performance and mechanics for Fashion and Beauty to optimise traffic uplift and commercial uplift in 2 months

### Shopee GLP Program - Operations: Operation Management, Vietnam [Backlog & Performance Management] (Management Trainee Program)

Jan'23- Jul'23

- *Analysed and determined* the problem delivery routes for longer delivery time and proposed and optimal BE setting to help alleviate buyer's expectation
- *Developed a forecast model* for delivery and pickup based on internal capacity to manage backlog and ensure optimal operational performance
- Developed *cost impact analysis* for new delivery initiatives and *set a threshold for key performance metrics*
- *Standardised business tasks* within the department and *created a fixed framework* and decreasing lead time per task from 5 days to 2 hours

### Shopee GLP Program - Business Development : Seller Performance Insight, Thailand (Management Trainee Program)

Jul '22- Dec'22

- *Analysed and determined* the right improvement of assortment health with a *quality and quantity improvement of 2.0x and 1.5x times*
- *Initiated* new programs to help alleviate performance results
- *Automated* and *streamlined* databases to ensure a centralised way of communicating across teams *reducing manual workload by 95%*

### Shopee GLP Program - Business Intelligence : Strategic Insight Team, Thailand (Management Trainee Program)

Jan '21- Jun '22

- Created a *framework for analysis* of macroeconomic impacts on Shopee's performance and *highlighted gaps for improvement saving 85 MN USD*
- *Query, process and analyse* data for regional team of *analysis of three countries simultaneously*
- *Streamlined* work process and *standardised* way of communicating important KPIs across teams *improving data tracking by 100%*

### Shopee GLP Program - Marketing : Big Campaigns Team, Thailand (Management Trainee Program)

July '21 - Dec '21

- *Streamlined and re-branded* three mini campaigns *for SHP: (1) Mid-month sale (2) Shopee Celebrates Local (3) Stackable vouchers*
- Planned, managed and executed the *two mega campaign* for the year of 2021: 11.11 and 12.12 achieving the highest daily traffic and a *35% increase* in GMV YOY
- Planned, implemented and analysed first ever *e-auction mechanic* for marketplace on Shopee during 11.11 x Pruksa and achieved an engagement *588% uplift*

## ADDITIONAL PROJECT HIGHLIGHTS

### Indie Band Marketing Campaign

September - October '21

- Improved band's overall social media traction with +17% avg. monthly streams, +25% avg. monthly listeners and followers count by +15% in 2 weeks.
- Provided the template to utilise data to generate new follower and monthly stream leads and improve overall brand perception

## EXTRA-CURRICULAR ACTIVITIES

**UNESCO X BAIN & Co.** – An event to help bridge social enterprises with private companies to generate high impact social initiatives. Was part of the External Relationships Team including contacting sponsorship to bring in 500,000 THB in monetary value & managed the event of 1000 guests and the overall project flow.

**The Blind Project** – Helped manage and run a social fundraising event for the blind community in Thailand. With the launch of the event, we raised about 2 million THB for donations in two months of running the event.

**BBA Thammasat Debate Club Founder and President** – Formulated a club, deduced the budget and recruited professors and students.

**BBA Thammasat Sports Coordinator**- Managed, located suppliers for jerseys & set up competitions with all faculties for all sports.

**Self-Published Author** – Published a book on Amazon Direct: "The Anguished Us."