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**Personal Data**

Name : Sakolsuk Hamesa-ard

Marital Status : Single

Present Address : 160/342 Piboonsongkram Rd., Muang Nontaburi 11000

Tel. 06 5662 9566

**Objective**

Seeking an opportunity to utilize my extensive experience with a company that offers growth and increasing responsibility

**Summary**

Experienced in marketing research and analysis of business strategy

**Education Background**

*National Institute of Development Administration (NIDA)*

Master of Applied Statistics (Research Administration and Management)

GPA : 3.60

Year of Graduation : 2014

*Srinakharinwirot University*

Bachelor of Science (Statistics)

Year of Graduation : 2006

**Skills**

- Statistics Tools : R Programming / SQL / SPSS / AMOS
- Visualization Tools : Power BI / Google Data Studio

**Work Experience**

*February 2022 – Present, marketing Analysis Manager, Paolo Hospital.*

- Create, design and manage reports using business intelligence solutions to improve organization's operation by collaborate with marketing and sales
- Regularly monitor business performance and generate performance reports to management for fast decision making and insight interpretation
- Communicate with business owners to translate business problem/challenge into actionable data analysis solution
- Develop marketing campaign project (All You Can Check) plans that outline all deliverables, milestones, and timelines

*July 2021 – January 2022 , Marketing Analyst, Flash Express Co.,Ltd.*

- Create, improve, and maintain reports to help other departments unearth insights, find new ways of evaluating performance, and identify trends in the business
- Analyze Social Eye data to derive trends / pattern/ market sentiments and summarize into key findings and recommendations
- Determine and prepare data reports and collaborate with marketing team to develop marketing strategies
- Collaborate with affiliate tools to build dashboards for regular and ad-hoc tracking
- Manage and analyze general and ad-hoc marketing data for online and off-line campaigns
- Monitor and support the collection and management of all customer related data

*Aug 2020 – February 2021, Marketing and Pricing Analyst, QI Service Co.,Ltd.*

- Provide analysis for sales and profitability in weekly, monthly, and quarterly basis
- Provide Product Owners and key business drivers for business insight
- Monitor performance, and key metrics for specific projects and campaigns
- Initiate performance reports to serve requirements from product and marketing teams for better decision making
- Coordinate with Business Intelligence team to create and develop good quality analytical reports to drive business growth

*Feb 2019 – Jul 2020, Supervisor Customer Insight, King Power Internationals Co.,Ltd.*

- Collecting data on customers, competitors and market place and consolidating information into actionable items, reports and presentations.
- Analyzed a customer satisfaction survey eg. sales, cashier and contact centre to improve service quality and maintain the customers
- Interpret data, formulate reports and make recommendations also identify the most key factor and areas for improvement
- Create customer experience strategy, identifying customer pain points, as well as enhancing the customer experience servicing strategy

*Aug 2014 – Feb 2019, Senior Marketing Research, SC ASSET Corporation PCL.*

- Analyzed and evaluate market trends, consumer behavior and competitor to identify market opportunities for company
- Analyzed consumer market research to understand target consumer behavior for real estate strategy development
- To support marketing teams via testing of new products for launch and help in optimization of products prior to launch
- To identify potential problems from research and devise ways to rectify them also specify new ideas and opportunity for growth
- Keep up-to-date with marketing branding, consumer and digital marketing trend

*May 2011 – Jul 2014, Senior Marketing Research, Muangthai Insurance PCL.*

- Analyzed a customer satisfaction, market trends consumer information to support brand strategy
- Make the corporate performance report and market/competitor update to the Board of Directors (BoD)
- Using quantitative research (such as survey) to explore the customer needs before launching a new products
- To disseminate information the daily insurance market news via e-mail to all staffs
- Make the market situation analysis on Yearly Annual Report

*Sep 2009 – Apr 2011, Strategic Officer, Chevrolet*

- Analyzed the production strategy to respond the customer demand and to compete with other marketing vehicle
- Presented monthly sale volumes report on marketing vehicle all over the country
- Provided the policy and strategic planning also marketing administration
- To accompany, control, look after the marketing administration that effect to profit and loss
- Proceed marketing event with Chevrolet sales Thailand and GM eg. Motor Expo, Motor Show then marketing promotion

*Jan 2007 – Oct 2007, Marketing Research Officer, True Corporation Public Co.,Ltd.*

- Responsible for product development and improvement of Internet Broadband Contact Center
  - Analyzed a customer satisfaction survey by SPSS program
  - Responsible for marketing research such as service, product also complain etc.
  - Designed a questionnaire, surveys sampling and analysis
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**สถาบันบัณฑิตพัฒนบริหารศาสตร์**  
**NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION**

หนังสือฉบับนี้ให้ไว้เพื่อรับรองว่า

นายสกลสุข เหมสะอาด

เลขประจำตัวประชาชน 1100699008414

โดยอนุมัติของสภาสถาบันบัณฑิตพัฒนบริหารศาสตร์  
สำเร็จการศึกษา หลักสูตรวิทยาศาสตรมหาบัณฑิต (สถิติประยุกต์)  
สาขาวิชาเอก การวิจัยเพื่อการบริหารและการจัดการ  
คณะสถิติประยุกต์  
เมื่อวันที่ 23 เมษายน 2557

ให้ไว้ ณ วันที่ 3 มิถุนายน พ.ศ. 2557

  
(นางสโรบล เกษสาคร)

ผู้ช่วยนายทะเบียน

หนังสือรับรองฉบับนี้จะสมบูรณ์เมื่อประทับตราของสถาบันฯ



## NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION

## TRANSCRIPT RECORD

NAME : MR.SAKOLSUK HAMESA-ARD

SCHOOL : Applied Statistics

PROGRAM : Master of Science Program in Applied Statistics

MAJOR : Research for Administration and Management

DEGREE : M.S.(Applied Statistics)

ACADEMIC BACKGROUND : B.Sc.(Statistics)

Sri Nakharinwirot University

ID NO : 5420423004

DATE OF BIRTH : Aug 19, 1985

DATE OF ADMISSION : Nov 05, 2011

DATE OF CONFERRED Apr 23, 2014

DATE OF LEAVING Apr 23, 2014

CODE	COURSE TITLE	CREDIT	GRADE
<b>Semester : 2/2011</b>			
AS4003	ENGLISH FOR APPLIED STATISTICS	3*	B+
AS5001	RESEARCH METHODS AND STATISTICS	3	B+
AS7007	KNOWLEDGE MANAGEMENT	3	A-
SEMESTER G.P.A 3.50	CUMULATIVE G.P.A. 3.50		
<b>Semester : Summer /2011</b>			
AS7003	CUSTOMER RELATIONSHIP MANAGEMENT	3	A-
SEMESTER G.P.A 3.70	CUMULATIVE G.P.A. 3.56		
<b>Semester : 1/2012</b>			
AS6101	RESEARCH DESIGN	3	B
AS6103	MARKETING RESEARCH	3	A
AS7103	TECHNOLOGIES AND SOFTWARE PACKAGES FOR RESEARCH	3	A
SEMESTER G.P.A 3.66	CUMULATIVE G.P.A. 3.61		
<b>Semester : 2/2012</b>			
AS6102	STRATEGIC AND COMPETITIVE ANALYSIS	3	A-
AS6104	PROJECT MONITORING AND EVALUATION	3	A-
AS7101	DATA ANALYSIS AND APPLICATIONS I	3	A-
SEMESTER G.P.A 3.70	CUMULATIVE G.P.A. 3.64		
<b>Semester : Summer /2012</b>			
AS5002	MANAGEMENT INFORMATION TECHNOLOGY	3	B
SEMESTER G.P.A 3.00	CUMULATIVE G.P.A. 3.58		
<b>Semester : 1/2013</b>			
AS7102	DATA ANALYSIS AND APPLICATIONS II	3	A
AS7104	DATA MINING AND APPLICATIONS	3	B+
AS9000	INDEPENDENT STUDY	3	A-
SEMESTER G.P.A 3.66	CUMULATIVE G.P.A. 3.60		
Total Credits (Earned)	39 credits		

END OF TRANSCRIPT

DATE ISSUED : Jun 03, 2014

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Asst.Registrar

Mrs.Sarobon Kessakorn

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