

Amika Russamee

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Education

National Institute of Development Administration] (NIDA)

Master Degree in Applied Statistic Major Business Analytic and Intelligence
[2017 - 2019 GPA 3.25 /4.00]

Special Project: Pattern purchasing behavior of cosmetics product using Apriori Algorithm and Item to item collaborative filltering. using the data mining concept to analyze the consumer behavior of member card in retail business by focus on cosmetics categories product , to fine the association and consumer purchasing pattern of member between purchasing item list.



King Mongkut's university of technology north Bangkok

Bachelor Degree in Applied Statistic [2008 - 2012] GPA 2.80 /4.00]



Work experience

Robinson Public Company Limited (Shopping mall Industry)

Customer insight and Analytics division manager (Focus on malls part)

Period : 14 february 2022 – 10 March 2023



- Analyze customer insight, consumer trends, market analysis, marketing best practices to build successful strategies
- Gather customer and market insights to inform outreach strategies, increase customer footfall, and generate more qualified leads
- Establish positioning, identify target audiences, and develop marketing strategy with specific objectives across different channels & segments.
- Lead the execution of marketing research from start to finish, leveraging internal support and driving collaboration
- Manage research and updates for customer and internal research, establishing budget guidelines.
- Identify the effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing, strategies, and customer insights.
- Follow our Business Code of Conduct and always act with integrity and due diligence other assignment

Research Project Management :

1. Go supermarket (New business) expansion to South region in thailand.
2. & joy (New business) is international food restaurant i.e korea and western food.
3. New site focus on customer satisfaction after grand- opening including tenants, decoration, facilities
4. Pre-development finding customer need.
5. Research for monitor performance i.e. Mystery shopper ,Customer satisfaction

Big c supercenter public co. ltd



Marketing Analytic Senior professional Manager-June 2021 – 31 January 2022

- Analyze performance and provide insights and also address issues for recommendation. marketing and sales trends. Financial services , Retail service and also Omni channel team on strengths and gaps in marketing activities including campaign pre and post- performance evaluation , Analysis and KPI review reporting.
- Modify KPIs as well as boost new sales and transaction growth of NSD service. trend. performance evaluation.

Project management.

- 1.Omni channel performance i.e. sales trend, customers behavior.
- 2.Bill payment performance
- **Special project : Big c hackathorn.**

Infosearch (Marketing research and consultant)



1 June 2020 April 2021: Freeland Market Research

Robinson Public Company Limited (Department store)



CRM Research Analyst Senior department Manager (Focus on department part)- 4 June 2018 – 16 April 2020

- Plan, executive and analyze quantitative and qualitative market research studies utilizing a range of approaches to best support Brand, merchandise, service, marketing strategies.
- Data synthesis to produce insights that address key business issues.
- Derive market insights, customer and competitor intelligence to inform all levels and business areas about market trends,business opportunities, and threats.
- Data analysis part especially CRM methods using SQL and Tableau.
- Transform research findings into actionable insights and communicate recommendations across the organization to drive strategic decision making and mid- to long-range business planning.
- Able to quickly understand patterns within a large quantity of data and to reference key characteristics using visualization techniques.
- Identify and investigate research methods and data sources to continually improve the value of Insights to the organization.
- To Coordinate with marketing team about project requirements and objectives for creative questionnaire
- To Coordinate and conduct with Research Agency about project requirements and objectives for creative questionnaire

Develop marketing plan to review brand performance

- Handle ongoing brand researches for Robinson's brand (i.e. U&A Research for rebranding strategy)
- Conduct internal online research, share insight and implication to service ,merchandise , marketing teams.

- Manage research agencies to design & conduct brand tracking studies (qualitative & quantitative) to uncover insights on the
- overall equity and health of Robinson's brands.
- Analyze & synthesize data to identify opportunities from the research findings to make recommendations on brand strategy, marketing activities and product & services for corporate.
- Analyze & synthesize data to identify opportunities from the Robinson database using SQL and tableau for visualization and findings to make recommendations on brand strategy, marketing activities and product & services for corporate. (i.e. new store, categories)
- Provide competitive landscape analysis on various research study, their product & service offerings, market trends and promotional tactics.
- Manage research project budgets, timeline and deliverables
- Support brand & marketing teams on brand-building capability and executing initiatives for Robinson's brand.
- Lead implementation in Voice of Customer (VOC).

Research Project Management :

Product strategy

- (1) Beauty study for beauty strategy (2) Fashion product (3) Thai Women purchasing decision making (4) Just buy re – branding

Branding Strategy

- (1) U&A project for Robinson re-branding (2) Renovation study (srisamarn) (3) New store study (Payao, Ladkrabang, Talang, South and Phet Kassem, Bornin)

Customer Study for creating new experience strategy

- (1) Lapsed customer study (2) Finding pain points for CEM. (3) Marketing communication study.

Betagro Public Company Limited (Food Industry)

Senior Marketing Research officer -18 July 2016 – May 2018



Develop marketing plan to review brand performance

- Handle ongoing brand researches for Robinson's brand (i.e. U&A Research for rebranding strategy) Handle ongoing brand researches for Homepro's brand (i.e. Brand health check) Conduct internal research, share insight and implication to marketing and CRM teams.
- Manage research agencies to design & conduct brand tracking studies (qualitative & quantitative) to uncover insights on the overall equity and health of Betagro's brands
- Analyze & synthesize data to identify opportunities from the research findings to make recommendations on brand strategy, marketing activities and product & services for corporate.
- Provide competitive landscape analysis on various research studies, their product & service offerings, market trends and market share.

Home Product Center Public Company Limited (Home product Industry)

Marketing Research officer -16 November 2015 – 30 June 2016



Develop marketing plan to review brand performance

- Handle ongoing brand researches for Homepro's brand (i.e. Brand index , Brand healthcheck) Conduct internal online research, share insight and implication to service ,merchandise , marketing CRM and customer experience teams.
- Manage research agencies to design & conduct brand tracking studies (qualitative & quantitative) to uncover insights on the overall equity and health of Homepro's brands

- Analyze & synthesize data to identify opportunities from the research findings to make recommendations on brand strategy, marketing activities and product & services for corporate.
- Analyze & synthesize data to identify opportunities from the Homepro database using BI tool and findings to make recommendations on Sale analysis by categories and product for corporate.
- Provide competitive landscape analysis on various research study, their product & service offerings, market trends and market share.
- Manage research project budgets, timeline and deliverables
- Support brand & marketing teams on brand-building capability and executing initiatives for Hompro's brand.

Research Project Management :

- (1) Brochure Evaluation (2) Promotions Evaluations (3) Brand Index (4) Brand health check (4) Online Survey using survey monkey platform.

NEO CORPORATE CO.,LTD. (FMCG Industry)



Marketing Research officer - 2013 – 15 November 2015

- Coordinate with marketing team about project requirements and objectives for creative questionnaire
- Designing research tools such as interviews and questionnaires
- Agreeing timescales and budgets with marketing Team.
- Carrying out quantitative research.
- Controlling and planning field work for Central location test project (Sniff Test, Packaging Test , Advertising Test) and In-Use test project.
- Management , Brief research project and handle interviewer.
- Checking qualifications and quota at each station checking recruitment process and the interviews randomly, and recheck by telephone
- Collect data , Search, analysis data with SPSS program ,research data related to the tendency of the product market.
- Prepare report ,Graph, data support to marketing team for improve product.

Research Project Management :

- (1) Sniff Test (2) Packaging Test (3) Advertising Test (4) In-Use test project

Training

- Seminar : Advanced Marketing Research (Marketing Association of Thailand)
- Seminar : CRM Method (Agency For Estate Affairs)
- Seminar : Real Estate Trend 2016 (Agency For Estate Affairs)
- Seminar : Modern Marketing Concept (K Wikran Mongkolchan)
- Seminar :Consumer Behavior insight (Dr. Wilert Puriwat)
- Seminar :Marketing Plan (Dr. Wilert Puriwat)
- Short Course :Neuro Marketing and Market Research (Admin facebook page : DataRockie)
- Work Shop : How to write Marketing Proposal & Communication Brief (Internal Training)
- Work Shop : Exploration Research Program for finding Unmet Need. (TCDC)
- Online training : Google Analytics Academy,Data Camp : Introduce Python beginner, Tableau ,SQL

Computer SKILLS

MS .Office (Excel , Word,Powerpoint)	Expert
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SPSS	Intermediate
R	Basic
SQL	Basic
Tableau	Intermediate
Power BI	Basic
Google suite	Intermediate

Interested topic

- ✓ Data science
- ✓ Data Analyst
- ✓ Consumer Behavior
- ✓ New Normal behavior after Covid – 19 pandemic
- ✓ Behavior Economics
- ✓ Online Marketing Growth Mindset



reference person

- REF1: Khun sirikul Suraisri : Head of Customer relationship at Robinson. Tel:0898156713
- REF2: Khun Eakarat Pimthai : Research Manager at Sansiri. Tel:08659884290