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| **Contact**  0834474141  s.sutthapa@gmail.com  **Skills**   * Critical Thinking * Digital Marketing * Microsoft Excel and SQL * HTML, Javascript, CSS * Team leadership      * Issue resolution * Project management * Salesforce Marketing Cloud * Client account management   **Education**  Mahidol University  Nakhon Pathom  Bachelor of Computer Science : E-Business  2011  . | Sutthapa  Sutthentara    **Summary**  Expert Data Analyst bringing 9 years of expertise in Advertising. Effectively manages assignments and team members. Dedicated to self-development to provide expectation-exceeding service.  **Experience**  **Digital Analytics Manager**  WPP | Bangkok, Thailand | Jul 2014 - Current   * Collected, organised and input information such as digital paid media, website activities, CRM into data streams for storage. * Maintain data streams on API and accuracy data. * Create dynamic dashboards based on requirements from clients or media market team. * Accurate data on website activities tracking. * Create audience segments and push into media platform such as DV360 and Google Ads.   **Web Programmer**  Clicksee Network | Bangkok, Thailand | May 2013 - May 2014   * Participated in pre-project analysis and technical assessments to validate creation of user-friendly interface. * Managed project and web strategic planning. * Scheduled meetings with clients to discuss website design preference and requirements. * Collaborated with designers to implement concept and design of website. * Wrote and created codes and programmes to infuse power for databases. * Used HTML, Javascript, CSS, PHP to structure web pages and provide smooth navigation of internet. * Researched new programming languages, frameworks and technologies to stay abreast with latest trend. * Troubleshot website on different browsers to determine quality.   **Co-researcher**  NECTEC | Bangkok, Thailand | Apr 2012 - May 2012   * Produced accurate supporting documentation and materials for research activities, including presentations and reports. * Conducted daily admin duties to keep organised and on schedule. * Created comprehensive written reports of findings, maintaining high levels of accuracy. * Lead research projects from conception to completion for consistency and continuity. * Collaborated with colleagues on research assignments to inform strategy. * Demonstrated analytical and strategical thinking to research projects. * Tested hypotheses, analysed data and contributed ideas for new research projects. * Worked with project stakeholders to understand, define and meet project requirements.   **Certifications**   * Microsoft Excel * Digital Marketing * Critical Thinking for Business * First Step to Japanese   **Languages**   |  |  | | --- | --- | | Japanese : First Language: | | | Japanese : A1    Beginner: |   **Hobbies**   * Update trendy on Data and Marketing Analytics * K-pop * Cafe Hopping * Exercise |

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