



MELANIE GUENTHER

MSc Strategic Marketing Candidate

CONTACT

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HONOURS

2016

Outstanding Academic Achievement Award

2018

Graduated with First Class Honours

Finished First in Class

A LITTLE ABOUT MYSELF

I am a MSc Strategic Marketing candidate with a diverse background. Aside from my Thai and German background, I was fortunate to have grown up in China during its rapid economic growth. My exposure to different cultures have formed my open-mindedness. Further, my year at Imperial College Business School has fostered my abilities to think analytically and strive in team environments.

As a dual citizen, I am permitted to work in the Kingdom of Thailand as well as any country within the European Economic Area.

EDUCATION

2019-Present	Imperial College Business School MSc Strategic Marketing <i>London, United Kingdom</i> Obtained a score of 70.8 (Distinction) in the 1 st term.	Relevant Courses: <ul style="list-style-type: none">Market Decision Making (73.8)Consumer Behaviour (72.5)Finance & Pricing Strategy (60.0)Entrepreneurial Strategy (69.3)Research & Evaluation for Strategic Marketing (81.8)
2015-2018	Bangkok University International BA Communication Arts <i>Bangkok, Thailand</i> Obtained a 3.90GPA. Graduated with First Class Honours.	Relevant Courses: <ul style="list-style-type: none">Communication Research Methods (A)Statistics for Social Sciences (A)Brand Communication (A)Media Planning & Buying (A)Advanced Writing for Communication (A)

EXPERIENCE

Feb-Jun 2019	Production House Asia Business Development Coordinator <i>Bangkok, Thailand</i> <i>Production House Asia</i> is a Bangkok-based marketing management and media production company that caters to Thailand's F&B and hospitality industry. In addition to reaching out to potential new clients, I was responsible for conducting market research, overseeing input from the interns, and doing administrative work.	Accomplishments: <ul style="list-style-type: none">Reformed record keeping practices; proposed company information to be centralised in a single system to facilitate the retrieval of archived informationAcquired 1 restaurant client for PHA, initiating and overseeing communication between PHA Marketing Director and new clientConducted market research for client about Bangkok's online spa booking industry; discovered 3 new consumer groups not currently targeted
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CERTIFICATIONS

Qualified Emergency First Responder

- Primary & Secondary Care
- Able to perform CPR & first aid care

LANGUAGES

English	Native Proficiency
Thai	Intermediate Proficiency
German	Intermediate Proficiency

PERSONAL TRAITS

- Positive Mindset
- Collaborative
- Adaptable & Open to Change
- Organised & Systematic

TECHNICAL SKILLS

Adobe Illustrator



Adobe InDesign



Adobe Photoshop



Adobe Premiere Pro



EXPERIENCE *(continued)*

**Jan-Feb
2018**

Asiola
Marketing Intern
Bangkok, Thailand

Asiola was a Bangkok-based crowdfunding platform that catered to fund community or/and creative initiatives. During my time there, I shadowed the Marketing Coordinator and Content Manager.

Accomplishments:

- Proposed and received approval from the Asiola CEO of new social media formatting: research on new social media publishing trends was conducted

**Oct-Nov
2017**

Extrovert Marketing
Marketing Intern
Bangkok, Thailand

Extrovert Marketing is a Bangkok-based marketing consulting firm that manages VIVIN - an artisan food producer- and Bangkok Foodies - a top local restaurant review website.

As an intern, I shadowed the company founders, and held a variety of responsibilities: food packaging, direct sales, content creation and planning, and scheduling.

Accomplishments:

- Conducted research on the Michelin Guide, and co-wrote the Bangkok Foodies article "Michelin Guide Crash Course Part Deux"
- Created social media content for VIVIN; photographed products at food-related events and on-site
- Planned weekly content distribution for VIVIN on Facebook and Instagram

OTHER EXPERIENCES

**Jan-May
2018**

Mumuso KR
Student Project Manager
Bangkok, Thailand

Mumuso is a Korean-inspired lifestyle brand originally from Shanghai.

Mumuso was a participating company in the the CA All in One Project; a mock-consultancy programme. I led initiatives, directly communicated with the Country Manager, and presented the final proposal amongst the entire Communication Arts faculty.

Accomplishments:

- Led project management effort and mentored junior team members: delegated responsibilities for team of 19 aligned with the Country Manager's 2018 goals
- Directed market research; coordinating the design and distribution of 200 sets of surveys circulating nationwide
- Developed a 2018 marketing communications plan with 2-million Thai Baht budget for the Mumuso Country Manager

**Sep
2012**

HOPE Foundation
Volunteer
Pursat, Cambodia

The HOPE Foundation works to provide clean water for vulnerable communities in rural Cambodia.

Accomplishments:

- Fundraised 4,000CNY
- Visited isolated communities in western Cambodia to provide aid and volunteered labour to build community wells