

Contact

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Top Skills

Pitching Ideas
Sales Presentations
Pitching Stories

Certifications

UX Research: Overcoming Data Anxiety
Ryan and Shauna Ockey 2024 Great Ideas Competition Finalist
Market Research Foundations
PowerPoint: Creating an Infographic
Canva: Web and Digital Design Projects

Honors-Awards

Cvent Academy Student Certification

Phak Phakdeerat

Attended Brigham Young University–Hawaii
Laie, Hawaii, United States

Summary

JATUPHON
PHAKDEERAT
Tankla101@go.byuh.edu : Laie, HI 96762

Aloha and Sawasdee Krub,

My name is Phak, and I am a Thai student currently in my senior year at Brigham Young University–Hawaii, majoring in Business Management with a focus on Marketing & Supply Chain. I am passionate about social media, digital marketing, and promotions, and I have gained eight months of experience in social media marketing.

Additionally, I have honed my customer service skills through my work at the Polynesian Cultural Center, serving a global clientele. Over the past 10 years, both in Thailand and in Hawaii, I have developed strong leadership and teamwork abilities by working in team environments and taking on leadership roles.

As I approach my graduation in April 2026, I am seeking an internship or sponsorship opportunity related to marketing, hospitality, customer service, or public relations. I am eager to contribute my skills and experience to a professional team and continue learning in a dynamic environment.

Mahalo and Khob Khun Krub,
Phak

Experience

Brigham Young University–Hawaii
Social Media Marketing Specialist
June 2024 - Present (9 months)
United States

Joining the Student Leadership & Service team at Brigham Young University–Hawaii as a Social Media and Marketing Specialist has been a transformative journey of growth and discovery. Initially uncertain about where to start, I embraced the principle that "It's okay to ask questions for clarification," which became a foundation for my learning and adaptability.

Through dedicated research and a willingness to learn, I've developed skills in marketing strategy, brand-aligned design, and creative content creation. By setting clear goals and collaborating with my manager and team, I successfully boosted our social media presence. Over a three-month period (August 28 to December 8), our Instagram page saw remarkable growth:

Followers increased by 115.7%

Engagement rose by 390.9%

Accounts reached grew by 423.8%

These achievements reflect my ability to strategize, design impactful campaigns, and connect with the community. This role has not only enhanced my technical expertise in tools like Canva and VistaPrint but also strengthened my skills in creating posters and banner promotions tailored for social media marketing.

My experience underscores the value of persistence, collaboration, and maintaining a positive outlook. Asking questions and seeking feedback are not just tools for growth—they're the building blocks of success.

bdigital (BYU-Hawaii)

4 months

Marketing Intern

September 2024 - December 2024 (4 months)

United States

- Supported the development of IMC strategies and assisted in creating creative briefs to enhance brand visibility.
- Contributed to the design of marketing materials using Canva, ensuring visual consistency with brand guidelines.
- Assisted in tracking campaign performance metrics and provided insights to optimize strategies for improved engagement.
- Worked closely with team members to maintain consistent messaging across all communication channels.

- Conducted research, organized focus groups, and surveyed over 100 individuals at Waimea Valley to gather actionable feedback.
- Analyzed data and created detailed reports with graphs, providing insights to refine strategies and drive results.
- Delivered a comprehensive final presentation to real clients, showcasing findings and recommendations.
- Assisted in tracking campaign performance metrics and provided insights to optimize strategies for improved engagement.
- Collaborated with team members to maintain consistent messaging across all communication channels.

Specialist

September 2024 - December 2024 (4 months)

Hawaii, United States

- Developed and implemented Integrated Marketing Communication (IMC) strategies, delivering weekly creative briefs to enhance brand reach and visibility.
- Created and managed IMC plans to ensure consistent messaging across channels, reinforcing brand identity.
- Designed visually engaging marketing assets using Canva, supporting digital campaigns and brand initiatives.
- Collaborated with cross-functional teams to align creative content with campaign goals and maintain brand voice consistency.
- Established KPIs, tracked campaign performance, and optimized strategies to improve engagement and reach.

Polynesian Cultural Center

Food Server

April 2022 - June 2024 (2 years 3 months)

Hawaii, United States

- Provided exceptional customer service by greeting and assisting guests, fulfilling requests, and addressing inquiries with professionalism.
- Maintained high standards of cleanliness and safety by cleaning and sanitizing dishes, utensils, and food preparation areas in compliance with regulatory and company guidelines.
- Effectively communicated with customers by offering recommendations, samples, and personalized responses to enhance their dining experience.
- Entrusted by management to serve high-profile clientele, including government officials and organizational leaders, due to demonstrated excellence and reliability.

- Recognized as Employee of the Month in May 2022 and July 2023 for outstanding performance.
- Embodied the organizational culture of REWATCH (Radiating the Spirit, Embracing Learning, Wowing Customers, Taking Charge, Cultivating Trust, Honoring Legacy), earning commendations from leadership.
- Successfully participated in and passed 20 server auditions, showcasing adaptability, collaborative skills, and readiness to take on diverse roles.
- Consistently worked five days a week, serving approximately 30–40 customers daily, culminating in the successful service of over 14,000 customers throughout my tenure.

Education

Brigham Young University–Hawaii

Bachelor of Business Administration - BBA, Business, Management, Marketing, and Related Support Services · (April 2022 - April 2023)