

PEMIKA (PEPE) CHIRAKITI

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EDUCATION

Babson College, School of Business

Wellesley Hills, MA | Expected Graduation: May 2021

Candidate for Bachelor of Science

GPA 3.25/4.00

- **Relevant Coursework:** Foundations of Management and Entrepreneurship, Financial Accounting, Quantitative Methods for Business Analytics
- **Achievements:** Center for Women's Entrepreneurial Leadership (CWEL) Scholarship Program

Bangkok Patana School

Bangkok, Thailand | June 2017

International Baccalaureate (Bilingual) Diploma Program

39/45 points

- **Awards:** Community Activity Service (CAS) Leadership and Initiative Award, ifs Student Investor Challenge School League Winner, Thailand International Schools' Dragon's Den Competition Winner

EXPERIENCE

No Fossil Fuel LLC

Kingston, MA | Oct - Dec 2017

Student Consultant

- Researched the uses of soil carbon sequestrators and provided recommendations on which industries to enter
- Formulated a short term and long term market entry strategy for a soil carbon sequester

Brand Union (Ogilvy & Mather)

Bangkok, Thailand | Jul 2016

Brand Strategy Intern

- Worked on a branding development project for a snack company's new product line
- Evaluated e-commerce websites and analyzed customer path to purchase
- Learned about the development of communications and account management

CP ALL PLC (CP Group's Marketing and Distribution arm)

Bangkok, Thailand | Dec 2015

International Business Networking Management Intern

- Managed client databases
- Developed strategies to improve local 7-11 convenience store services and product selection

Santhaya and Associates (S+A Architects)

Bangkok, Thailand | Jun 2015

Interior Design and Architecture Intern

- Assisted in the interior re-designing of the 5-star hotel Outrigger Laguna Beach Phuket's Metzo restaurant

LEADERSHIP

PricewaterhouseCoopers Case Competition

Wellesley Hills, MA | Nov 2017

Student Consultant

- Provided strategies on how a general store can meet its objectives of store growth and cost reduction, as well as the financial impacts of these options
- Presented to the general store's board of directors

Babson Business in Asia Association

Wellesley Hills, MA | 2017 - present

Marketing Design Associate

- Strategized the organization's marketing campaigns
- Designed marketing materials and created graphic designs

BPS Rice Social Enterprise

Bangkok, Thailand | 2016

Founder

- Founded a non-profit student-led business that supports the U-Thong Agricultural Development Group Farmers by re-branding their rice products and selling them at local schools

Hand2Heart

Bangkok, Thailand | 2016-2017

Vice President

- Started up a student-led organization aimed at raising awareness of HIV/AIDS and supporting disadvantaged families

The Christmas Food Donation Project

Bangkok, Thailand | 2016-2017

Founder

- Founded a student-led initiative collecting and donating food items to refugees in the local area

SKILLS, ACTIVITIES, AND INTERESTS

Technical Skills: Microsoft Office (Excel and PowerPoint), Minitab, Adobe Photoshop

Language Skills: English (native proficiency), Thai (native proficiency), Chinese (moderate proficiency)

Campus Involvements: Small Business Consulting Program, Babson Consulting Association, Business in Asia Association, Campus Activities Board, Women Giving Back, GIVE, Babson Asian Pacific Student Association

Interests: Consulting, E-Commerce, Marketing, Graphic Design, Photography, Scuba Diving, Hiking, Reading, Cooking