

PEMIKA CHIRAKITI (PEPE)

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EDUCATION

Bangkok Patana School (2001 - 2017)

- International General Certificate of Secondary Education (IGCSE)
- International Baccalaureate (IB)

WORK EXPERIENCE

Brand Union (Ogilvy & Mather) (Jul 2016)

Brand Strategy Intern

- Worked on branding development projects
- Evaluated e-commerce websites and analysed customer path to purchase
- Learned about the development of communications and account management

CP ALL PLC (Dec 2015)

International Business Networking Management Intern

- On-the-job training: accessing and covering areas of CP Group's marketing and distribution arm, CP ALL.
- Created proposal on how to improve local 7-11 convenience store services and product selection, while also managing client databases

The Beaumont Partnership (Jul 2015)

Interior Design and Architecture Intern

- Assisted the interior and architecture project directors in re-designing my school's noodle bar canteen

Architects 49 Limited (Jul 2015)

Interior Design and Architecture Intern

- Assisted in the designing of various client's houses

Santhaya and Associates (S+A Architects) (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

Top Flight Basketball Co., Ltd (2014)

Assistant Basketball Coach

- Instructor for the program's youngest age group

ACHIEVEMENTS

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- Bangkok Patana School Term 1 Magazine 'Foreword' writer (Sep 2016)
 - Community Activity Service (CAS) Leadership and Initiative Award (Jun 2016)
 - ifs Student Investor Challenge School League Winners (Sep 2015 - Feb 2016)
(UK-wide investment simulation game supported by AXA Investment Managers, Bloomberg, and FTSE; 146th out of 7377 teams worldwide)
 - Year 12 Student of the Term (Dec 2015)
 - TISBETN Bangkok Dragon's Den Competition Winners (Apr 2013)

(Thailand International Schools' Business and Economics Teachers' Network - Pitched business idea to a panel of judges consisting of Thai entrepreneurs and known professionals for a fictitious investment of US\$2200; received 2 scholarships worth US\$600)

EXTRA-CURRICULAR ACTIVITIES

- Founder of TasteBudsBKK (Bangkok Food Blog) (2015 - present)
- Duke of Edinburgh's International Award (Bronze, Silver and Gold) (2014 - present)
- Athletics Council (2011 - 2012)
- Piano (preparing for the ABRSM Grade 8 exam in 2017)
- PADI Advanced Open Water Diver

ATHLETICS

Varsity Basketball (2011 - 2016)

- Captain of the U13, U15, and Varsity (U19) teams
- 2-time U15 Most Valuable Player (MVP) and U19 Coach's Choice award recipient

Varsity Softball (2013 - present)

Varsity Volleyball (2015)

- U13 Most Valuable Player (MVP)

ForTheLove Basketball Elite Girls Team (2014)

Top Flight Basketball Elite Girls Team (2013)

Federation of British International Schools in Asia (FOBISIA) Games (2012 - 2013)

- Represented the school in all 4 sports categories: Athletics, Swimming, Football (Soccer) and Basketball

LEADERSHIP POSITIONS

BPS Rice Social Enterprise Founder (2016 - present)

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 school

Event Organiser (Aug 2016 - present)

Bangkok ServICE (Inspire, Connect, Empower) Conference for all international schools in Thailand

Event Workshop Organiser (Aug – Oct 2016)

Global Learner Conference for international school faculty

Student Delegate (Feb 2016 - present)

Secondary school student body representative (selected by the school faculty)

Vice President (former Social media and Publicity head) (2016 - present)

Hand2Heart (member since 2015)

A student-led organisation aiming to raise awareness on HIV/AIDS and support disadvantaged families

Community Action Team (CAT) Liaison (former Publicity Director) (2016 - present)

World Food Project (WFP) (member since 2014)

A student-led organisation that aims to eradicate global hunger and encourage food sustainability in the country

Habitat for Humanity Thailand Liaison (2016 - present)
Habitat for Humanity (member since 2011)

Event Manager (2016 - present)
Project Star (member since 2015)
A student-led organisation dedicated to helping local members of the community with mental and physical disabilities

TISSC (Thailand International Schools' Student Committee) (2016 - present)
Selected to represent school in an organisation of prefects and student council leaders from international schools in Thailand

Prom Committee Social Media and Publicity Head (2016)

Graduation Book Committee Proof reader and formatter (2016)

Phuket House Leader and Captain (school organisation system) (2011 – present)

Christmas Food Donation Project Founder (Nov 2015 - present)
Student-led initiative collecting and donating food items to refugees in the local area; raised US\$2000 worth of food items

Social Media Manager (2015 - 2016)
Interact (Rotary International) (member since 2011)
A student-led organisation that supports abused and trafficked children

Senior Student Representative Council (SSRC) (2013 - present)

Junior Student Representative Council (JSRC) Secretary (2012 - 2013)

COMMUNITY SERVICE

Sikkha Asia Foundation English instruction (Aug 2016)
Taught basic English conversation at a foundation in Bangkok's largest slum area

Volunteer Teacher and Swim Instructor (Sep 2015 - Mar 2016)
The Foundation for the Rehabilitation and Development of Children and Family

Summer English Instructor (Aug 2015)
Phiang Luang 1 (Ban Tha Ton) and Jaophorluangpatham 9 Schools

Rustic Pathways, Udon Thani Thailand (Jul 2015)
Upgraded school facilities at a pre-school, constructed a house, conducted swimming classes, taught English language and conversation classes at a primary school, planted and filled family rice farms for local farmers, and prepared and provided meals to elderly residents

Make-a-Wish Foundation (2015 - 2016)

ADDITIONAL INFORMATION

Languages: Thai (Bilingual proficiency), English (Bilingual proficiency), Chinese (moderate proficiency), and Spanish (moderate proficiency)

Interests: Travelling, Reading, Cooking, Photography, Scuba Diving, Design

Computer skills: Office Suite, Macintosh, PC, Adobe Photoshop, Adobe Illustrator