

P A N W A
B U N C H A T H E R A W A T E



P O R T F O L I O

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CONTACT

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EDUCATION

- Bachelor of Arts in Global Business Management**
University Of Northampton
Second Class Upper Division with Honours
- Bachelor of Business Administration in Digital and Design Innovation**
Assumption University
Academic Excellent Recognition

KEY SKILLS

- **Strategic Thinking:** Business Model Canvas creation, project execution, and proposal development
- **Research & Analysis:** Strong skills in qualitative and quantitative research, data analysis, and synthesizing insights
- **Data Analysis:** Proficient in Excel, Looker Studio, and BI tools for advanced analytics
- **Communication:** Client-ready presentation creation and effective verbal/written communication
- **Collaboration:** Building strong relationships and coordinating with diverse teams

LANGUAGE

- Thai: Native
- English: Advanced
- Chinese: Basic

PANWA BUNCHATHERAWATE

PROFILE

Dynamic and detail-oriented graduate with a dual-degree background in Global Business Management and Digital & Design Innovation. Recognized for academic excellence and entrepreneurial leadership, I bring a strong foundation in **business strategy, research, and analysis**, along with a proven ability to tackle complex business challenges. Passionate about driving impactful solutions that create sustainable growth for clients.

WORK EXPERIENCE

FREELANCE E-COMMERCE MANAGER

2017-2021

- Managed a Facebook-based fashion business with over **1k followers**.
- **Oversaw social media engagement**, developed marketing campaigns, and maintained inventory systems.
- Coordinated with influencers (KOLs) to boost product visibility and increase customer interaction.

INTERN | INTELLIGENT SYSTEMS RESEARCH LABORATORY

POSITION : DATA ANALYSIS

2022

- Conducted **data analysis** to identify and improve operational efficiencies.
- Collaborated with cross-functional teams to align strategic initiatives with organizational goals.
- Supported projects with quantitative data modeling and insightful recommendations.

FOUNDER | COGROW

2021-2023

- Secured **80,000 THB in funding** for a sustainable business startup during a university competition.
- Conducted **market research** and designed innovative liquid fertilizers tailored to urban markets.
- Led **strategic business planning**, including market entry strategies and execution of key initiatives.

TOOLS

- **BI & Analytics:** Looker Studio, Microsoft Excel
- **Design:** Canva, Figma
- **Social Media Analytics:** SocialEyes

ACHIEVEMENTS

- Academic Excellence Award, Assumption University
- Second Class Upper Honors, University of Northampton
- Secured 80,000 THB in funding for a start-up project
- Mentored peers in crafting Business Model Canvases

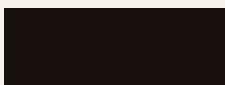
References - Available upon request

Start-up Business Project

COMPREHENSIVE BUSINESS STRATEGY: FINANCIAL AND MARKETING ANALYSIS FOR URBAN LIQUID FERTILIZER LAUNCH

Crafted a strategic plan for CoGrow, combining financial analysis and marketing strategies to launch an urban liquid fertilizer. Conducted market research, budgeting, and audience targeting, presenting a cohesive plan that secured investor support

Click Here!





EVIAN VITAMIN C+: MY VISIONARY PRODUCT CONCEPT FOR TRANSFORMING HYDRATION IN THE WELLNESS MARKET

Evian Vitamin C Mineral Water reimagines hydration by blending natural purity with the wellness benefits of Vitamin C. Designed for health-conscious, premium-focused consumers, this concept leverages influencer collaborations, digital campaigns, and sleek design to position Evian as a leader in the wellness market.

Click Here!



STRATEGIC MARKETING AND BUSINESS : LEVERAGING ANALYTICS AND GLOBAL INSIGHTS

Strategic marketing report on Liquid IV's expansion into the Indian market. It showcases expertise in crafting targeted campaigns, leveraging digital platforms, and optimizing consumer engagement. The marketing strategy focuses on collaborations with local partners, social media challenges, and seasonal promotions, demonstrating a creative approach to building brand awareness and driving market penetration in a competitive landscape

Click Here!





Marketing Strategies for Premium Pet Products

Business plan for Best of Bite, a premium organic dog treat brand. It highlights innovative marketing strategies, including Instagram campaigns, influencer collaborations, and unique engagement initiatives like monthly contests for pet owners. With a focus on increasing sales, raising brand awareness, and fostering customer loyalty, the plan combines creative promotional offers, audience insights, and data-driven goals to establish a strong presence in the competitive pet care market.

Click Here!



TARGETED MARKETING STRATEGIES FOR THE FACE SHOP



Click Here!

This showcases The Face Shop's marketing strategies aimed at engaging young, beauty-conscious consumers. Key highlights include promotional campaigns like gift-with-purchase offers, market development tactics, and product improvements tailored to diverse skin tones. The strategies leverage the brand's Korean heritage, natural product appeal, and consumer insights to enhance brand loyalty and market penetration in competitive beauty markets.