

EMIKA SUNTISUMRANWILAI

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WORK EXPERIENCE

Product Lead, MUZA – *NFT solutions for businesses wanting to transform and improve their CRM system performance* **Jan 2023 – Jul 2023**

- Pioneered extensive product research in the dynamic NFT and web3 landscape, identifying innovative concepts adaptable to corporate CRM systems. Generated a potential product portfolio and crafted a prototype using Figma for client validation.
- Strategized and executed comprehensive product communication initiatives across the new website, client presentations, and all marketing and sales collateral to convey value propositions effectively.
- Led proactive project scouting efforts, identifying compelling collaboration opportunities for MUZA. Developed tailored pitch decks featuring in-depth analyses and customized solutions for each prospective partnership.

Co-founder and CEO, Youtility Labs – *Helping brands leverage the power of web3 to build better relationships with customers* **Jul 2022 – Jan 2023**

- Handpicked as a standout talent by two prominent Canadian startup incubators, League of Innovators and FoundersBoost, to engage in an intensive three-month start-up program.
- Researched the new opportunities and technology and conducted user interviews and learned from web3 communities how people feel about each product built and launched into the market then crystalizing the key features that Youtility could develop to solve our customers' pain points.
- Designed and co-developed Youtility's POC to showcase and test with potential clients (B2B) the feasibility of the product launch.

Operation Manager, Knowhere NFT Marketplace – *Terra's first and leading NFT Marketplace* **Jan 2022 – Sep 2022**

- Directly supported the CEO, CPO and coordinated with developers to streamline daily operations and solve technical bugs for an NFT marketplace.
- Monitored how daily business was running, collected feedback from users on Twitter and Discord, and reported back to the team for process and product improvement. For any feedback and bugs that led to any feature development, I participated in meetings and worked alongside the product manager and developers from the beginning till the new feature was launched.
- Contacted and communicated with domestic and international NFT talents and projects to form partnerships and facilitate the launch of over 100 NFT projects and maintain strong relationships with ecosystem partners on Terra Blockchain.

Student Venture Analyst, Creative Destruction Lab Vancouver **Sep 2021 – Apr 2022**

- Strategically assessed the operational performance of Chroma Technologies, Pocketed, and TreeSwift startups, delivering invaluable support to their founders throughout CDL Mentorship program by providing them with meticulous financial models, compelling go-to-market strategies, and comprehensive user interviews.

DeFi and Blockchain researcher, Alpha Venture DAO (Previous Alpha Finance Lab \$ALPHA) **Mar 2021 – Sep 2021**

- **Conducted research on more than 10 products** dealing with DeFi protocols to understand how their technology and business models work.
- Kept up with the latest product launches, identified competitors and potential partnerships, then gave weekly presentations to the management team.

Marketing Intern, Garena - The digital entertainment arm of Sea Ltd (NYSE:SE). **Jun 2020 – Aug 2020**

- Innovated and launched online in-game sessions for Garena Free Fire, boosting both social media and in-game engagement then collaborated closely with graphic designers to craft SEO-optimized social media content. Achieved outstanding results during my two-month internship: **150,000 views, 10,000 comments, and 4,500 feedback form responses.**

EDUCATION

UBC Sauder School of Business, Vancouver, BC **Sep 2021 – Apr 2022**

- **Awards:** 2nd Runner-up ThinkTech 2021, Ranked 4th ProtoHacks 2022, and Winner of Bolt's Datathon Competition 2023

National University of Singapore, Singapore **Jul 2021**

- **Scholarship:** Temasek Foundation – NUS STEP Entrepreneurship Initiative 2021 (SGD 4,650)

Chulalongkorn Business School, Financial Analysis and Investment, Thailand **Jun 2018 – May 2021**

- **Competitions:** SCB 10X Bangkok Blockathon 2021 (2nd place, 1 ETH reward), Shop Back 11.11 Marketing Plan Challenge (1st place)

SKILLS & INTERESTS

- **Hobby:** Film and Digital Photography, Oil Pastel Painting, Muay Thai, Snowboarding, Badminton, Soccer, and Basketball
- **Technical Skills:** Office 360, Python, JavaScript, SQL, React, Redux, HTML, CSS, Figma, Adobe Creative Suite, Notion and Airtable
- **Language:** Thai (Native), English (Fluent)
- **Certifications:** Professional Data Analyst, Intermediate SQL for Product Managers, Blockchain Data Alchemist (Covalent)