

NAPASSORN "MOD" BOON-LONG

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EDUCATION

- 2020 - Present **KELLOGG SCHOOL OF MANAGEMENT** Evanston, IL
NORTHWESTERN UNIVERSITY
Candidate for STEM Master of Business Administration degree (3 year OPT eligible), Expected June 2022
- **Major:** Marketing and Strategy; Technology Management Pathway
 - **Leadership:** Director, Kellogg Tech Club; Exec Team, Day at Kellogg; Ambassador, Women's Business Association
- 2012 - 2016 **TUFTS UNIVERSITY** Medford, MA
Bachelor of Arts, Magna Cum Laude
- **Major:** Economics and International Relations, Minor: Communications and Media Studies | GPA: 3.75
 - **Leadership:** Senior Intern and Tour Guide, Tufts Admissions; Career Fellow, Tufts Career Center
 - **Internship:** Development & Programming Intern, Let's Get Ready; Market Research Intern, MA Export Center

EXPERIENCE

- 2016 - 2020 **EDGE BY ASCENTIAL (FORMERLY RETAILNET GROUP)** Boston, MA
\$70M Ecommerce solutions provider with 600+ global brand and retail clients
Analyst, Advisory North America, 2019 - 2020
- Collaborated with data science team to size online over-the-counter and Oral Health markets across 6 countries, enabling identification of growth opportunities for the categories (ex. R\$2bn growth in the Brazilian online OTC market by 2023) and prioritization of market-level investments for 2 Fortune 500 life sciences clients
 - Interviewed 8 cross-functional teams at consumer health client to identify pain points and growth opportunities of a new direct-to-consumer business channel, leading to recommendations for categories to prioritize for DTC
 - Led SEO analysis for Fortune 500 life sciences client to improve traffic and conversion of online listings at 5 major retailers in Mexico, leading client to purchase \$50k subscription of Digital Shelf Management product
 - Delivered strategic recommendations in ad-hoc projects, \$3M in annual revenue, to help global consumer goods clients optimize retail strategy, including competitive benchmarking, ecommerce roadmapping, and market sizing
 - Received 2020 Bronze Award for Rising Star and 2019 Q4 Elite Award, recognizing employees who go above and beyond and are consistently learning and adapting to drive excellence (10 recipients from 2,000+ employees)
- Research Analyst, Advisory North America, 2018-2019**
- Designed training for team of 11 to implement new software tools, reducing data harvesting and quality control time from 7 to 1 day, enabling team to deliver 15 new projects in 6 months, generating over \$400k in revenue
 - Created report of 100+ best-in-class case studies on retail automation for Fortune 50 consumer goods client, which enabled prioritization of investments in crucial technological solutions for future growth
 - Partnered with sales team to create marketing collateral for \$80k opportunity with consumer electronics brand
 - Planned diversity & inclusion initiatives and activities for cross-functional collaboration, leading to a smoother integration and greater camaraderie between 2 distinct offices (45+ people) following company merger
- Research Analyst, 2016 - 2018**
- Authored 20+ client-facing reports providing thought leadership and future-focused recommendations on retail trends, such as emerging beauty trends, new store innovation, and Latin American retail landscape overview
 - Forecasted future retailer financial performance in database of 2,000+ retailers through data analysis on Excel to provide 600+ global brand and retailer clients with a comprehensive landscape assessment
 - Presented thought leadership through marketing blog posts and 10+ webinars for 40-80 attendees on retail topics ranging from omnichannel strategy to direct-to-consumer commerce, resulting in new client leads
 - Engaged clients with live support via Salesforce for 10+ weekly ad-hoc inquiries to strengthen client relationships

ADDITIONAL DATA

- Basic knowledge of SQL, Stata, and Looker
- Fluent in Thai and conversational in Spanish and German
- Alumni interviewer and mentor for Tufts University, volunteer panelist at Tufts career events
- Enthusiastic about trying new restaurants and recipes, especially Thai recipes to reconnect with my culture
- Visited 30+ countries and counting – Peru, Morocco, and Croatia are on the top of my list for next destinations