Pakthewee Rangthong

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Education

University of Leeds	Leeds, UK
MSc. Financial Mathematics	*Starting Sep 2025*
Toronto School of Management	Ontario, Canada
Diploma, Business Administration CO-OP, GPA: 4.12, Distinction	*Nov 2020 – Feb 2022*
Chulalongkorn University	Bangkok, Thailand
Bachelor Degree of Statistics, GPAX: 3.28, Second-Class Honors	*May 2013 – Jun 2016*
Nakhonsawan School	Nakhonsawan, Thailand
GPAX: 3.68	*2012*

Experience

True Digital Group — Bangkok, Thailand

Senior Campaign Data Scientist — *Jul 2022 – Aug 2025*

- **Streamlined lead generation automation scripts and workflows,** achieving a 60% reduction in lead generation time across various campaign types, including real-time target-based and batch segments.
- **Developed and implemented post-campaign workflows** to verify campaign parameters for objectives like offer analysis, real-time website and location performance, resulting in improved campaign accuracy and decision-making.
- **Created and managed campaign dashboard by using Looker,** tracking key performance indicators (KPIs) such as %CTR, %CVR, leads per 10k, segment proportions, and optimal launch times, leading to more effective campaign adjustments.
- **Created real-time website segmentation analysis,** utilizing campaign scores and TPS data to classify website tiers for real-time trigger.
- **Designed and executed campaign experiments** based on analysis insights (e.g., customer freshness, optimal launch date, and cooldown adjustments), driving more campaign conversion rate.
- **Managed and reviewed project tasks for the team,** enhancing task efficiency and ensuring alignment with project goals, which contributed to meeting deadlines and delivering high- quality campaign results.

Campaign Data Scientist — *May 2021 – Jul 2022*

- **Conducted campaign performance analysis** across key business dimensions (demographics, locations, browsing data, calling usage), interpreting result to extract actionable insights and recommendations for stakeholders.
- **Collaborated with cross-functional teams,** including technical, business, and external clients, to build targeted segments and deliver post-campaign insights that identified key drivers of conversion.
- **Explored innovative approaches to enhance campaign performance** through SMS and call center channels, conducting back-testing, A/B testing for micro-segments, and optimizing launch times for maximum impact.
- **Generated the target audience** through campaign rule bases and insights

CIMB Thai Bank — Bangkok, Thailand

Data Scientist — *Aug 2018 – Apr 2021*

- **Collaborated with internal teams and McKinsey** to develop the Next Product to Buy (NPTB) model, predicting potential products for target audiences, driving more targeted marketing strategies.
- **Generated campaign performance reports** using SQL to provide key insights.
- **Built datasets and developed propensity models** to identify existing customers with high potential to onboard mobile applications, contributing to increased subscription rates.
- **Designed and constructed datasets for hidden preferred models,** identifying mass-segment customers with potential to upgrade to preferred segments, boosting customer value.
- **Contributed to the WorldLease Project** (a motorbike leasing company) by performing business portfolio analysis, customer journey mapping, and vintage to optimize business strategies.

AXA Insurance Public Company Limited   Bangkok, Thailand
Local Broker Underwriter   *Sep 2016 – Jul 2018*

- Provided underwriting services to insurance brokers, including offering insurance coverages, relevant information, and outlining working processes.
- Collaborated with internal departments, such as the claims team, to drive insurance services, ensuring claims reports were received and renewal terms and clauses were considered.
- Analyzed client background information to deliver tailored services with competitive rates and coverage conditions.
- Experienced in handling new and renewal policies for non-life insurance products, including Personal Accident, Travel Insurance, and All Risks coverage

Skills & Interests

Technical: SQL, Python, and PySpark
Language: Thai, English (Good)
Laboratory: Microsoft SQL, Databricks, Looker, and Tableau