

Phumipat Numkham

Bangkok, Thailand

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 linkedin.com/in/phumipat-numkham

SKILLS

Data & AI Expertise: SQL, n8n automations, R Programming, Power BI, AI Agent design, SAS, Excel

Project & Program Management: Agile execution, roadmap planning, workflow design, cross-functional alignment, productivity optimization

Business Intelligence: Data modeling, KPI framework design, statistical analysis, market insights, risk assessment

Others: TOEIC 720

EDUCATION

National Institute of Development Administration (NIDA) - Bangkok

Master's degree

MBA - Business Administration, Jan 2021 - Jan 2023

Chiang Mai University - Chiang Mai

Bachelor of Science - Sociology and Anthropology, August 2016 - Jan 2020

Bachelor's degree

PROFESSIONAL EXPERIENCE

Associate, Listing & Content Project Management Executive - Shopee (Bangkok, TH)

July 2023 - Present

Project Management and Data Analytics professional with end-to-end experience leading high-impact operational and AI-driven initiatives in fast-paced e-commerce environments. Skilled in business problem discovery, data modeling, stakeholder communication, workflow automation, and AI agent deployment. Proven track record of delivering measurable impact, reducing operational risk, and enabling data-driven decision-making. Recognized as a department top performer with rapid career progression and award-winning projects.

Accomplishments:

- Promoted within one and half year for exceptional performance after serving as a Data Analyst. Lead high-impact, AI-driven initiatives that reduce legal risk, operational cost, and human workload across the Listing Compliance and IPR domains.
- Winner of Shopee Outstanding Project Awards 2025: the IPR AI detection initiative, awarded 238,000 Baht (USD 7,412).
- Recognized as the 2025 Department Value Star Award recipient, nominated by management for exceeding expectations and delivering consistently high performance.

PROJECTS

Portfolio website: phumipat-numkham.github.io (for additional information and projects)

Flagship Project: IPR Risk Reduction Using AI (2025)

The end-to-end initiative project to reduce litigation risk from brand owners and partners.

- Mitigated up to USD 1M in fines per brand, and reduced USD 950M total legal exposure through automated counterfeit detection.
- Collaborate with BI Team to improve model text + image AI detection workflow to identify unauthorized products across the platform.
- Improved accuracy and processing speed, enabling early detection and proactive removal of high-risk SKUs.

AI Project Portfolio (AI Agent via n8n)

1. Listing IPR AI Classification System : Automated classification of 200+ IPR cases daily by reading complaint statements from brand owners.

- NLP-based signal extraction
- Automated routing of high-risk cases
- Continuous prompt tuning to maintain >99% accuracy

2. AI-Driven Counterfeit Item Detection System: Developed a three-stage AI automation to detect counterfeit listings.

- NLP Engine: Brand name detection from noisy text (names, descriptions)
- Computer Vision: Logo recognition in item images
- Business Logic Layer: Market price floor comparison and risk scoring

3. AI-Powered Mall Shop Onboarding System: Designed end-to-end evaluation pipeline for onboarding new mall-level sellers.

- Entity extraction, IP matching, branded SKU ratio scoring, Image similarity checks with official brand assets
- Automated final decision scoring: Onboard / Need Review / Reject