



## Rattiya Patiphatpatavee

### Contact

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### Professional Profile

I have graduated from Chiangmai University in Dec 2016, majoring in Economics and Finance. With personal interest in combining market data and financial knowledge, I have pursued careers involving around business and strategic planning through various markets. I am currently seeking to use my extensive knowledge in business development to further pursue more endeavor careers and expand my networks in this field and to develop my potential in the market

### Skills

- Data Analytics for marketing and financial data
- Negotiation and price deals
- Data modelling and financial modelling
- Valuation of business unit and enterprises (DCF, Multiple Method, Sum-of-the part)
- Key business strategy and planning

## Work Experience

**The Planner Education Co., Ltd.**

**Sep 2022-Present**

### *Educator*

- Teach and facilitate students, according to their education needs and personal goals
- Subject taught includes: Economics, Business A level and IGCSE level, IELTS, (Science, Social, English) GED, Cambridge Program board exams
- Assess and report the development of individual students to ensure admission into England's top business schools as targets
- Give guidance to top performer students on how to study abroad and create career path

**Christian Dior (Thailand) Co., Ltd.**

**June 2022-Oct 2022**

### *Client Marketing Assistant*

- Analyze and manage clients' data and advise management for sale campaigns
- Create Marketing materials and proposal for quarterly and annual marketing campaigns
- Collect and review event proposals from markets to meet guidelines and standards set by management
- Assist and Identify key client pools, develop relationship and maintain key clients through DIOR's event exhibitions
- Seek and manage DIOR's vendors both existing and new vendors to achieve certain qualities for events and product roadshows

**SHOPEE (Thailand) Co., Ltd.**

**Oct 2021-May 2022**

### *Social Key Account Management*

- Generate growth of sellers under management in terms of Shopee's social e-commerce program and transaction volume
- Pitch social programs and marketing campaign to sellers and build networks of clients under Shopee's portfolio
- Analyze data for creating marketing plan and utilizing platform's tools to reach the sale's performance
- Negotiate deals with sellers to achieve a win-win situation during business development deals with vendors

**New Concept Product Co., Ltd.**

**May 2020-Sep 2021**

### *International Marketing Executive*

- Develop and implement marketing communication plan, strategy, and campaign to promote brand for international market through offline, online, and E-commerce
- Create and manage content marketing on social media and manage KPIs
- Create and propose marketing promotion activities to drive sale volumes
- Control and manage stock of marketing materials to reach planned targets KPIs

## Education

**University of Southampton, United Kingdom**

**Sep 2018-Sep 2019**

Master's degree in MBA / Marketing Management  
MSc Degree Classification – Merit (Second Class Honors)

**Chiang Mai University, Thailand**

**May 2013-Dec 2016**

Bachelor's Degree of Economics and Finance (First Class Honors)

## Education Portfolio

**Dissertation Topic:** The effect of social media advertising on Generation Y consumers' purchase intention towards carbonated drinks in Thailand

**Side projects:** Intrinsic Valuation of PTT OR business through economics assumption and broker price consensus comparison for stock portfolio constructions