

# POOMPATCHARA NAKKOTE

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## Career Objective

A marketing analyst, former customer service agent and international marketing management postgraduate from University of Leeds - United Kingdom. My field of expertise are marketing communications, marketing strategy, branding and consumer behavior. My aim is to utilise all my skills and experience to accomplish all challenges and objectives to continuously support and enhance the firm in becoming the best in the industry.

## Core Skills

- Master's degree in international marketing management and bachelor's degree in economics.
- Achieved "Digital Marketing" exam certificate from Google.
- Excellent command in written and spoken English. New TOEIC 2020 total score of 950 IELTS overall 7.5
- Typing speed ENG 54 WPM, TH 38 WPM
- Experience with CRM software – Salesforce
- Computer proficiency in Microsoft Word and Excel
- Energetic, initiative, soft skills, interpersonal skills, problem solving skills and a willing to learn attitude.

## Education

2018 – 2019

Master of Science (Merit honour). International Marketing Management, University of Leeds, United Kingdom.

- Conducted research on consumer's search motivation and purchase intention in online markets as a dissertation topic.
- Studied marketing research, consumer behaviour, marketing communications and social media marketing.
- Group leader during first semester for marketing research project.

- Worked on a marketing group project with 'Arla foods' to investigate the market environment in the dairy industry and propose sponsorship strategies.

2013 – 2016

Bachelor of Economics, Khon Kaen University, Thailand. GPAX 3.02

- Participated in Khon Kaen University English presentation competition 2015.
- Studied and used SAP ERP simulation program.

## Work Experience

2020 – 2021

PTT Oil and Retail Business Public Company Limited (OR), PTT Group. Bangkok.

Analyst – PTT Lubricants

- Marketing communications management; Media selection, Media effectiveness.
- Brand development; Product positioning
- Product management; Product pricing, Sales promotion

2018 – Sep 2019

(1 Year) Sukhothai Restaurant, Leeds. United Kingdom. Waiter (Part-time)

Part-time job as a waiter serving customers at a fine dining restaurant.

2017

(3 Months) Transcosmos Thailand. Din Daeng, Bangkok.

English customer service agent.

- Handled foreign customer calls and emails using CRM software.
- Coordinate with interdepartments and third party-joint companies to address and solve customer issues accordingly.

## Awards and achievements

**12<sup>th</sup> July 2020**

Received certificate for completion of  
“The fundamentals of Digital Marketing” exam from  
Google.

**17<sup>th</sup> April 2015**

Received certificate of honour in recognition as  
**1<sup>st</sup> place** in the Khon Kaen University English  
Presentation competition 2015.

## Hobbies and interests

- A technology enthusiast. Always catching up with IT news and new gadget release.