

# Poompatchara Nakkote

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## Education

2018 – 2019

Master of Science (MSc.) 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.

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

## Work Experience

2020 – Present

Faculty of Economics, Khon Kaen University, Khon Kaen, Thailand

Lecturer

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

2017

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

**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.