

PHAVIKA MONGKOLKITTAVEEPOL

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EDUCATION

UNIVERSITY OF WARWICK, *Warwick Manufacturing Group (WMG)*

United Kingdom

Doctor of Philosophy in Engineering

February 2022

- Full scholarship funded by Royal Thai Embassy scholarship (Ministry of Science and Technology)
- Research Topic: The Development of Customised Support Framework to Guide Tailored Support for Business Incubators.

UNIVERSITY OF WARWICK, *Warwick Manufacturing Group (WMG)*

United Kingdom

MSc. In Innovation and Entrepreneurship

August 2017

Graduated with Distinction

- Full scholarship funded by Royal Thai Embassy scholarship (Ministry of Science and Technology)
- Dissertation topic: Develop an effective business model for property management company in Thailand

THAMMASAT UNIVERSITY

SIRINDHORN INTERNATIONAL INSTITUTE OF TECHNOLOGY

Bangkok, Thailand

Bachelor of Engineering, Major: Electrical and communication Engineering

March 2013

GPA 3.17

- Scholarship recipient 2009-2013
- Research project: Enhancing 4G-LTE system by “Improving PAPR via interleaving for SC-FDMA based system.”

WORK EXPERIENCE

University of Warwick

Coventry, United Kingdom

Research Assistant and Workshop Lead

April 2018– February 2022

- Developing the course structure and teaching Material and facilitate the business simulation for Establishing New business module
- Developed business model for KET4CP EU Projects and collaborated with EU partners to promote SMEs and Technology centre to develop new business opportunity through the platform
- Workshop facilitator for Establishing New Business modules for MSc. in Innovation and Entrepreneurship

PRESTIGE SELECTION., CO

Bangkok, Thailand

Digital Marketing Executive

March 2016 – July 2016

- Planned Digital marketing strategies and analysing the data from Google Analytics, Google AdWords to improve the plan for reaching the right target.

SCG TRADING COMPANY LIMITED

Bangkok, Thailand

Marketing Executive

March 2014 – February 2016

- Developed business model for LED lighting by establishing new channels in Thailand and ASEAN market.
- Verified trustable LED production from China, Taiwan and local company to supply according to customer's requirement
- Designed and simulated lighting solution for replacement and new developing projects such as hotel, factory, warehouse, office, public roads and real estate.

MAXUS (GROUPM COMPANY)

Bangkok, Thailand

Digital Media Planer

June 2013 – Feb 2014

- Developed media plan strategies and campaigns to achieve clients' target throughout digital platform
- Analyzed campaign results using Google Analytics and Social Baker

- Responsible for various key accounts which are Uni-Charm Corporation, Singha Beer Singapore, SC Johnson & son Ltd, Berli Jucker Public Co., Ltd, Thanachart Bank, Valvoline

SINGHA CORPORATION

Management trainee at Singha biz course #5

Bangkok, Thailand

Mar 2013 – May 2013

- Held marketing event for Singha stadium in Phnom Penh, Cambodia
- Implemented project for creating brand awareness and brand experience through online to offline campaign for healthy drink products

ORACLE

Summer Intern, Junior presale in Information security system

Bangkok, Thailand

April 2012 – June 2012

- Coordinated with internal sales, sales support, and service resources to align solutions with customer's business requirements.

SKILLS

- Facebook Ads, Instagram Ads, Google AdWords, SEO, Google Analytics.
- WordPress, Wix, Shopify development
- Computer Skills: MS Office, JAVA, C#, SQL, Objective C, Xcode, MATLAB
- Dialux, Adobe Photoshop
- Language: Thai (Native), English (IELTS Score: 6.5)

EXTRA ACTIVITIES and BUSINESS EXPERIENCE

- (Present) Marketing Director at Nextate Technology
- (Present) Co-founder BACCOM Accommodation services
- (2020) Project Association - KET4CP Platform to connect SMEs and Technology centers across Europe
- (2017) Popular vote for business idea in SCB startups competition in London, UK
- (2017) Participated in ZOOLAB Social enterprise workshop (Bangkok, Thailand)
- Volunteer for teaching blind student at blind school, Rajchavitee, Bangkok
- Tutor of Sciences and mathematics for high school students
- Participated in Corporate Social Responsibility campaign for Singha Corporation at Singha stadium event at Cambodia
- Participated in B.U.I.L.D digital marketing course at Bangkok university
- Participated in WIE (Workshop for innovative Entrepreneur) by Chula Engineering