



# CHAYAPAT FONBAMROER

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## EXPERIENCE

- Consultant: Yaa Noinakorn Farm** 2018- 2022
  - Analyze the economic situation in investing in which crops are grown for the highest return.
  - Manage capital to reduce incurring costs and increase productivity.
    - Invest in water systems to increase sugarcane yield by 20%.
    - Reduce operating costs by 13%.
  - Build a brand of grapefruit products to increase market opportunities and increase revenue by 150%.

## INTRACURRICULAR ACTIVITIES

- Leader of Marketing Seminar**
  - Created an account on Instagram 'trick.talk.tree'.
  - Conducted Research on factors affecting media selection of those interested in trees in the room.
  - Planned media schedule date for post-presentation.
  - Create content for the page's audience, increasing engagement by 13%.
  - In 2 months, reach 12,690.

## EXTRACURRICULAR ACTIVITIES

- J-MAT AWARD#30 | J-MAT X GAMBOL** 2021
  - Explore the Gambol Brand using marketing tools.
  - Collect and analyze data. to identify problems and opportunities.
  - Used SPSS and Excel[Pivot] to track data analysis.
  - Creativity and ability to make sense of social media to turn it into insights best serve brand objectives.
  - Set marketing objectives in accordance with the data analysis.
  - Performed gap Analysis and Recommendations for Gambol Brand.
  - Defined STP Marketing. chose a segment that has the potential to be a customer.

- FOSTAT FOOD INNOVATION CONTEST (FIC)** 2020
  - Explored market possibilities to present ideas to investors on the topic of Food innovation.
  - Researched collected data from the target group in Chiang Mai with a sample of 150 people.
  - Created product strategies and Marketing mix for Generating prototypes of soybeans.
  - Qualified for the 5th place.

## EDUCATION

**Chiang Mai University**  
2018 - 2022

Faculty of Business Administration  
Major of Marketing  
GPA : 3.58 [First Class Honors]

## RELEVANT COURSEWORK

- Marketing Analytics
- Digital Marketing
- Principles of Branding
- Buyer Behavior
- Principles of Marketing Research
- Applied Business Statistics
- Strategic Marketing Management
- Sales Management and Salesmanship

## MARKETING TOOLS

Microsoft Office

Google Trends

Google Analytics

SPSS

Power BI

SQL

Canva

## OTHER SKILLS

- Analyze data about Brands and Consumer Behavior in Marketing.
- Research consumer behavior to make strategy.
- Presentation information from Dashboard report and analysis to executive.
- Strong interpersonal and communication skills.