

NICHAKORN TABTIMTHAI

47/330, Bang Pa-In, Ayutthaya, 13160 | 064 838 1016 | nichakorn.tab@gmail.com

EDUCATION

Kasetsart University

2021 - 2025

- Faculty of Business Administration Program in Marketing, (GPAX: 3.63/4.00)

WORK EXPERIENCE

Dollywood, Pigeon Forge, TN, USA

April 2024 - June 2024

- Assisted in food service operations to deliver high-quality customer experiences.
- Developed and implemented promotional strategies to enhance food sales.
- Engaged with customers to collect feedback, helping refine menu offerings.
- Interacted with diverse customers daily, gaining consumer preferences and behavior.

Kaset Fair event at Kasetsart University

February 2024

Sales & Booth Coordinator

- Collaborated with a team to plan and manage a product booth.
- Generated over 100,000 THB in total sales during the event.

COMPETITION & AWARDS

Top 3 Most-Viewed Ad – KU Book Life Store

2024

- Created promotional content for the university bookstore to increase brand awareness and student engagement.
- Developed ad copy and visual materials aligned with the university's brand identity.

Facebook Advertising Competition – Pennii Premium Popcorn

2023

- Designed visually engaging ad content for Pennii Premium Popcorn and launched campaigns across multiple digital platforms.
- Monitored audience response and engagement metrics to ensure alignment with the brand identity.

SKILLS

Hard Skills

Digital Marketing, Advertising, Strategic Product Management, CRM, Content Marketing

Soft Skills

Communication, Teamwork, Critical Thinking, Creativity, Fast Learning, Problem Solving

Computer skills

Microsoft Word, Powerpoint, Excel, Canva, Basic Video Editing

Languages

Thai, English