

THANAKRIT NAEO O-LO

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SUMMARY

Thanakrit is a result-driven person with extensive experience in project management and marketing development. He has collaborated with many stakeholders and executed successful projects. With fluency in both English and Thai, he is an effective communicator and collaborator, able to work with cross-functional and shareholders to achieve shared goals. He has a desire to continuously learn and grow.

EXPERIENCE

Program Manager - Young Entrepreneur Assembly Hub *June 2023 - Present*

- Program Planning with delivering the goals of an organization - more than 5 project delivered
- Working with partner, sponsors and guest

Marketing- Non-restaurant business team - Food Passion Co. Ltd *June 2023 - Present*

- Expanding channels for the company products
- Develop New Product to push into Retailers, and E-commerce
- Co-relation with partnership, which associate and manage with collaboration campaigns

Graphic Designer - Sandboxen Club *March 2022 - February 2023*

- Design online media assets for events conducted by Sandboxen Club, including social media graphics, posters, flyers, and other marketing materials
- Collaborate with the marketing team to create visually appealing designs that effectively communicate the event's message and brand
- Ensure all designs adhere to brand guidelines and standards
- Participate in brainstorming sessions to generate new design ideas

Project Manager (Networking Event) - Sandboxen Club *March 2022 - September 2022*

- Collaborated and connected with Startup Clubs from 8 universities to build networking events for universities.
- Successfully organized and managed a networking event that attracted 140 attendees from over 20 universities in the middle region of Thailand.
- Utilized organic posts and other marketing strategies to reach over 2500 people in just 3 weeks.
- Coordinated with the venue and other stakeholders to ensure the smooth execution of the event.

Marketing Development Intern - Solution Creation Co., LTD. *June 2022 - August 2022*

- Developed a marketing strategy for selling BioStraw of PPT GC to CPALL by utilizing UX/UI concepts and generating a solid plan that convinced CPALL to use BioStraw.
- Gained knowledge of using sales data to analyze market trends, focusing on the sustainable aspect, to create a suggestion plan for a food chain restaurant.

Facilitator (Design Thinking Workshop) - Rabbit Start *June 2022 - July 2022*

- Facilitated the Design Thinking Workshop for university students from the Panyapiwat Institute of Management at the EEC campus.
- Assisted speakers in conducting activities using design thinking methods to create a workshop concept.
- Successfully conducted the workshop with more than 120 students who actively participated in the activities.
- Facilitated discussions, brainstorming sessions, and group activities to encourage creativity and collaboration among the participants.

Young Entrepreneur Assembly Hub, YEAH

- Mentored university students on the startup mindset and tools to help them launch their own projects
- Conducted workshops and training sessions to educate students on the key elements of entrepreneurship

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- Provided individual guidance and support to students looking to launch their own startup ventures
- Collaborated with other mentors and industry experts to provide students with a comprehensive understanding of the startup ecosystem
- Worked closely with event organizers to attract attendees and promote the YEAH community

Sub Head of Activity (Networking Event) - Ready to Start Project by YEAH *May 2022 - July 2022*

- Designed an activity for the networking event for university students interested in entrepreneurship and startups
- Facilitated the event by supporting the speakers and ensuring the smooth execution of the event
- Coordinated with vendors, sponsors, and stakeholders to ensure a successful event

Management & Planning (Incubation) - Zero to One Project by YEAH *September 2021 - December 2021*

- Planned for the overall event to incubate startups and guide them toward success
- Managed the flow of the event and ensured seamless execution
- Collaborated and contacted stakeholders to secure their participation and support

Sub Head of Activity (Inspiration program) - New Founder Project by YEAH *May 2021 - September 2021*

- Facilitated and mentored participants in the inspiration program for university students interested in entrepreneurship and startups
- Supported the head to run the program by providing assistance in organizing and executing the activities
- Assisted with the event equipment to ensure a successful program

CASE COMPETITION

Business Strategy - HACKaThailand 2022 *March 2022 - April 2022*

- Qualified as one of the 20 team finalists out of 130 teams and developed a successful business strategy for a startup concept that facilitates cost-sharing in taxi rides.

Business Strategy - Startup Thailand League 2020 *March 2021 - July 2021*

- Selected as one of 200 teams from all regions and developed a successful business strategy for a startup concept that facilitates cost-sharing in taxi rides. Conducted social media campaigns and market validation plans to promote the concept.

EDUCATION

Panyapiwat Institute of Management - Thailand *August 2020 - Present*

Degree Name - Modern Trade Business Management (*International Program*) **GPAX: 3.82/4.00**

Concentration: Modern Trade Business Management, Marketing, Business Model, Omnichannel

The University of Texas at Austin - The United States of America *Mar 2023 - April 2023*

Program - YSEALI Academic Fellowship

Concentration: Social Entrepreneurship and Economic Development

SKILLS/INTERESTS/MISCELLANEOUS

- Business Skills: project management, marketing, coordination, design thinking, data analysis
- Proficient in Microsoft Office, Figma, and Adobe tools
- Native Thai, and Fluent in English (TOEIC: 600, 2020)
- Interest: Education, Renewable energy, Data marketing, Art, and Culture