

Alisha Singhsachathet

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EDUCATION

BA (Hons) Psychology with Education, University of Bath Expected Grade: Upper Second Class Honours (2:1)	2022-2026
International Baccalaureate - Bilingual Diploma (Thai), NIST International School Achieved 36 overall, including Psychology: 7, Biology: 6, Business: 6.	2020-2022
GCSEs, Millfield School (Full-Time Boarding) 10 GCSEs with grades 9 - 6 (A* - B) – Including Maths, English, Italian and Sciences	2018-2020

RELEVANT WORK EXPERIENCE

Sozèle – Junior Marketing and Community Creative – Part-time work alongside university at a start-up in London, supporting the planning, filming and execution of all marketing activities. – Delivery of content and coordination with the founders on the direction of marketing content + tracking analytics. – Events coordinator + content - street interviews, marketing campaigns and filming with prize winners.	London - Jan 2026 – Present
dap. Marketing agency – Junior Account Executive – Managed and curated content for client social media platforms, maintaining consistent brand voice and increasing audience engagement. – Growing social media accounts and increasing following across all platforms by 43% for Franze and Evans (F&D) – Conducted detailed market research and competitor analysis to support data-driven marketing plans and identify growth opportunities. – Coordinated successful partnership and brand activations for NOW EX (client), with multiple high-profile brands including Maison Margiela, Adidas and Fendi, driving increased visibility and collaborative marketing outcomes. – Conducted targeted outreach to potential new clients, successfully presenting agency services and expanding the company's client base.	London - May 2025 - Sept 2025
Bland Communications agency – Luxury Communications and PR – Valuable skills in PR technology usage, such as Trello, Mailchimp, Buffer, Canva and Response source for effective audience outreach. – Organised and assembled weekly PR Packages, responsible for feedback and analysing media stats of posts. (Beauty, Health, F&D etc.) – Sourced luxury leads for partnerships like Torch Partners, Jimmy Choo, Panerai Watches, Cecile Wright Yachts and Pan Pacific Hotel. – Effective and successful outreach to writers and journalists such as BBC, Hearst, ELLE, FT, and Evening Standard, etc. – Event management for Pierre Marcolini's year-round events + Rotated to other functions like talent acquisition.	London - June 2024-May 2025
ASICS & PUMA – Commercial / Branding Intern – Conducted thorough research within the fashion industry while gaining hands-on experience in e-commerce operations. – Excelled in a fast-paced, high-intensity workplace with dual language spoken (Thai & English) – Assisted in shoots, booking in models, and designing and releasing campaigns for both brands. – Acquired proficiency in technology and software operations for Photoshop, document screening and graphic design.	Bangkok - June 2023-August 2023
Fred Perry – Commercial / Branding Intern – Supported with media monitoring, press coverage tracking and reporting across digital and print platforms. – Assisted in drafting press releases, media lists, and influence outreach to strengthen brand presence. – Coordinated logistics for press events, season launches, showroom visits, and modelling shoots, ensuring smooth execution and strong representation of the brand. – Social media planning and content shoot that aligned with Fred Perry's heritage and international audience.	Bangkok - June 2022-August 2022

POSITION OF RESPONSIBILITY

Vanilla Ivy Accessories – Owner & Founder – Started, established and managed a fully registered jewellery e-commerce business in Thailand – Demonstrated proficiency in entrepreneurial endeavours, from initial set-up, full registration and breakeven within the first year. – Created, designed, and sourced jewellery pieces, then expanded to other accessories such as phone cases and bags etc. – Learned how to sustain a business, hire workers and excelled in marketing, website creation, management and all other operations.	Bangkok - March 2020-December 2023
STEPS Enterprise – Special Needs Teacher – Provided integral support as a teacher during the educational program catering to neurodiverse children (verbal and non-verbal) – Along with teaching, proficiently handled administrative duties, created accessible presentations, and further developed the curriculum. – Taught basic primary school content, along with essential life skills including cooking, cleaning and life admin to students. – Successfully managed group trips around Bangkok, being the main point of contact and ensuring the well-being of all students.	Bangkok - June 2023-July 2023
NIST school – Head Softball Coach + Service Leader – Developed and carried out focused practice sessions for U14 girl softball team – Tailored coaching strategies and handled administrative tasks to maximize performance. + communication for tasks, games and team bonding. – Acted as a mentor and role model to younger athletes as a varsity player, instilling values of discipline, sportsmanship and collaboration. – Executed numerous service projects, fundraisers and awareness campaigns such as 'Funds for Friends' & 'Smile day @ NIST' – Raised over 150,000 THB in donations for Friends International + Operation Smile (still a running service group today)	Bangkok- August 2020-June 2022

SKILLS & QUALIFICATIONS

Languages: Fluent in English and Thai
- Photoshop, Canva, Microsoft, Fusion360, Adobe, Website Operations