

Passachon (Naam) Srisaard

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EDUCATION

Emory University

Atlanta, GA

Bachelor of Business Administration, Concentration: Marketing & Quantitative Analytics

May 2019

Relevant Coursework: Marketing, Operations Strategy, Data Analytics & Visualization, Emerging Commerce Infrastructure

Cumulative GPA: 3.7/4.0

WORK EXPERIENCE

Social Enterprise @ Goizueta: Research Center Under Goizueta Business School

Atlanta, GA

Communications & Marketing Intern

November 2015 – Present

- Monitor user interaction data for 4 social media accounts and implement content strategy to optimize campaign reach
- Design 100+ digital and print communication materials using Adobe Creative Suite & web-based design applications
- Develop 8 sets of brand style guides and social media posting templates to form shared database of design elements
- Manage design team of 3 by delegating weekly tasks and scheduling meetings with project teams and departments

Eurotec Nutrition Group: Feed Additives Distributor

Bangkok, Thailand

Communications Intern

June 2015 – August 2017

- Increased site search discovery by 900%+ by installing Google Analytics and implementing SEO keyword strategies
- Created prototypes and redesigned website wireframe to build a more responsive and progressive user interface
- Expanded digital contact channels by building LinkedIn profile and Google Location to enhance online presence
- Consolidated internal records into automated spreadsheets using various data analysis tools and logical functions

Grab: Southeast Asia's Largest Ride-Hailing Platform

Bangkok, Thailand

Business Development Intern

June 2017 – July 2017

- Conducted feasibility study of new business model using what-if analysis, P&L analysis, and benchmarking research
- Generated weekly project performance reports using supply impact models and moving average forecast techniques
- Interacted with back-end API to manipulate 1,300+ data points to ensure system accuracy for new version release
- Prepared strategic partnership proposal with Thailand's largest telco to create omni-channel user experience

LEADERSHIP & COMMUNITY INVOLVEMENT

Emory Entrepreneurship & Venture Management (EEVM)

Atlanta, GA

Director of Marketing

March 2017 – Present

- Raised over \$30,000 in monetary and in-kind sponsorship by contacting 30+ corporate partners and local startups
- Directed team of 40 students to execute campaigns for HackATL, the largest business hackathon in the Southeast
- Created segmented Facebook advertisements targeted towards 190k college students, generating 98% organic reach
- Built a chat bot utilizing artificial intelligence to assist with customer service operations for 300+ users at HackATL

Emory Thai Student Association (TSA)

Atlanta, GA

Founder & President

August 2016 – Present

- Founded Emory's first Thai cultural club, increasing membership from 7 to 300+ students in one academic year
- Built a sustainable revenue model by hosting annual cultural events with \$800 hourly income, 83% margin
- Implemented email & social media analytics tools to measure engagement metrics such as impressions and click rates
- Utilized closed-loop marketing strategies to collect feedback and analyze satisfaction rates to improve future events

Spotify Strategy & Operations Case Competition

Atlanta, GA

1st Place Winner

April 2017

- Researched global music industry trends and competitor strategies to recommend in-app usage-based loyalty program
- Presented 3 business development solutions for Spotify to retain users and artists in increasingly competitive market
- Designed presentation theme according to Spotify brand guidelines, receiving Best Presentation Design recognition

ADDITIONAL INFORMATION

Other Activities: Alpha Kappa Psi Professional Co-ed Fraternity, Teacher Assistant for Process & Systems Management

Honors: Junior Achievement Thailand National Finalist, Georgia International Leadership Conference 2016

Interests: DJ, Music Production, Web and UI/UX Design, Asian Food, Travel, Wakeboarding, Badminton

Languages: Thai (*Native*), English (*Fluent*), Mandarin (*Intermediate*), Java (*Basic*), R (*Basic*), HTML/CSS (*Basic*)

Skills: Adobe Photoshop (*Advanced*); SEO, Presentation Design (*Intermediate*); Google Analytics, Excel Analysis Toolpak, Facebook Advertising, Traktor Scratch Pro (*Basic*); Statistical Analysis, Forecasting, Business Research