



# Napat Rattana-mongkol

Consultant marketing

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## Languages

Thai (Native)

English (Fluent)

## About

Experienced in retail customer service and sales with a strong background as a Front of House Manager. Proficient in handling transactions, maintaining store organisation, and engaging with customers. Flexible and adaptable to various retail environments. Basic proficiency in English and Thai.

### BRANDS WORKED WITH

Thoughtful Learning

ifood Thaitaste

Goto Japanese House

Montivory Co.,ltd

GroupM – Wavemaker

## Experience



### ● Marketing Data Analysis (Internship)

Thoughtful Learning | Apr 2024 - Jun 2024

- Conducted market research on customer experience service content on social media, delivering valuable customer and data insights to enable the company and its CEO to better comprehend customer preferences, ultimately facilitating the formulation of more impactful marketing strategies.
- Responsible for editing seven social media video clips, which were in the format of TikTok and Reels, for posting on the company's social media channels.

### ● Front of House Staff (Part-time)

ifood Thaitaste | Nov 2023 - Now

- Provided exceptional customer service, including taking eat-in orders, delivery orders, and takeaway orders via phone, serving orders and beverages, and addressing customer enquiries as needed.
- Collaborated with kitchen staff for accurate order delivery in a timely manner while also keeping the front-of-house area clean and well-organised.

### ● Kitchen Staff (Part-time)

Goto Japanese House | Oct 2023 - Now

- Prepared ingredients and cooked various Japanese dishes, maintained consistency and quality, and ensured timely delivery of each dish.
- Maintained the cleanliness and organisation of the kitchen and worked with chefs to ensure an efficient workflow and timely food preparation.

### ● Business Consultant

Montivory Co.,ltd | Mar 2022 - Sep 2023

- Performed market research and data analysis and proposed business solutions for Thailand's Top Tier Food and Beverage companies. Contributed to over 25 marketing campaigns, including audience expansion and campaign insight performance reports.
- Managed client projects and assisted in the development and distribution of bi-weekly and monthly analytical reports for a global multinational FMCG company in the Thailand, Malaysia, and Singapore markets, using Adobe Experience Cloud and Excel to cover over 200 customer segments.
- Identified customer segments on online and offline channels aligned into a single-view customer profile with over 90 customer segments. Optimised new datapoint in landing pages to analyse customer experience
- Gathered client requirements and conducted research and conceptualised software architecture flow of customer data platform (CDP).



### ● Marketing Temp (Contractor)

Agoda | May 2021 - Nov 2021

- Worked as part of the Key Account Strategy team, focusing on hotel pricing analysis. SQL and Excel were used to analyse data and informa-

tion regarding hotel partners. Developed and distributed data dashboard visualisations and insight reports based on the analysis.

- **Media Planner (Internship)**

GroupM – Wavemaker | Aug 2020 - Dec 2020

- Conducted a comprehensive analysis of media brands, including a visualisation of the findings, and tracked and analysed the advertising performance, media spending, and insights of clients and their competitors. Provided support in the development of media strategies for online and offline marketing channels

## **Education & Training**

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2023 - 2024 ● **The University of Exeter**  
Master of Science, Business Analytics

2017 - 2020 ● **Mahidol University (MUIC)**  
BA Business Administration in International Business Management,,

2013 - 2014 ● **Lakeland High School, United State of America**  
(Exchange Student Programme),