



Thanyadech Lamchai

Showroom General Assistant
Eager for Entry-Level Roles
Across Diverse Industries

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Languages

English (Fluent)

Thai (Native)

About

Dynamic professional with a Master's in Luxury Brand Management and a Bachelor's in Business Administration, specializing in Marketing. I am a driven and adaptable professional skilled in digital marketing, e-commerce, and brand strategy. My practical experience includes leading a pivotal marketing campaign that achieved a 15.2% profit increase for a family business and thriving in Arlettie London's dynamic retail setting, where I adapted quickly to diverse customer needs across multiple luxury brands. With a track record of enhancing operational efficiency, customer engagement, and brand presence, I am poised to deliver outstanding results in varied industries.

BRANDS WORKED WITH

Arlettie

Experience



● Showroom General Assistant

Arlettie | Jan 2024 - Now

Working at Arlettie London, I thrived in a fast-paced and dynamic environment, adapting swiftly to the diverse needs of the business. Arlettie's unique model of running sales for multiple brands and partners demanded high adaptability and a comprehensive understanding of a diverse customer demographic. My ability to quickly adapt and deeply understand the varied preferences and needs of customers from different demographics contributed significantly to our team's success in meeting sales targets and delivering exceptional customer service.

● Marketing, Supply Chain, and Inventory Control

DR Tire Bangkok (Family Business) | Apr 2021 - May 2022

In this role, I led a marketing campaign that significantly boosted the family business's profitability, resulting in a 15.2% increase in profit margins. I optimized our supply chain management and inventory control processes, enabling us to minimize excess stock while meeting demand efficiently. These strategic improvements not only enhanced our operational efficiencies but also played a crucial role in elevating our brand's market presence and customer engagement.

Education & Training

2022 - 2023

● Regent's University

Master of Management, Luxury Brand Management

2017 - 2021

● Assumption University of Thailand

Bachelor of Business Administration, Business Marketing and Management with a Minor Focus in Hospitality Management