



PROFILE

With expertise in business and a specialisation in digital marketing, I am eager to apply my knowledge, experience, and skills to drive measurable results, contribute to organisational success, and continue learning every day.

SKILLS

Microsoft Excel, Microsoft PowerPoint, SPSS, Photoshop, Adobe Premiere Pro

Creativity | Problem-solving | Market Research | Analytical skills | Time Management | Teamwork

Language Skills

Mother tongue(s): THAI

English: Advanced

CONTACT

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PROJECT

Online Marketing Simulation

- Researched market trends and consumer demand to develop effective marketing strategies aligned with business objectives
- Optimised the website with SEO/SEM strategies to enhance google search visibility
- Made data-driven business decisions, plus considering dynamic economic conditions
- Analysed and evaluated strategies, optimised campaign performance to improve business outcomes and refine strategies

Result: Achieved total company profit of

£39,679 (Ranked: Top10 out of 43

competitors)

[Read the full report](#)

PATARAPORN RATANAPASKORN

EDUCATION

SEP 2023 – SEP 2024, 327 Mile End Rd, Bethnal Green, London E1 4NS

MASTER OF SCIENCE, DIGITAL MARKETING MAJOR

Queen Mary University of London (QMUL) – Distinction Classification

DEC 2019 – 2023, 169 Long Had Bangsaen Rd, Chonburi, Thailand

BACHELOR OF BUSINESS ADMINISTRATION, INTERNATIONAL BUSINESS MANAGEMENT MAJOR

Burapha University, International College (BUUIC) - GPAX 3.90

MAY 2020

CERTIFICATE OF COURSE GLOBALIZATION, ECONOMIC GROWTH AND STABILITY SPECIALIZATION

Ie Business school, Spain, edx academy

JULY 2017 – SEP 2019 Transferred to BUUIC - Decided to change major to fit my business interest.

BACHELOR OF ARCHITECTURE (INTERIOR ARCHITECTURE) -

King Mongkut's University of Technology Thonburi - GPAX 3.44

WORK EXPERIENCE

Feb 2025 - PRESENT

DIGITAL MARKETING– Warrix Sport Public Company Limited

(Responsible for a range of lifestyle products.)

- Created comprehensive online marketing strategies by developing content plans and briefs for designers and promotional activities, aligning creative direction with campaign objectives and market trends, and managing advertising budgets

Key result: Increased content quality by 20% and improved conversion rate from 0.4% to 3%, driving measurable sales growth

- Analysed sales and campaign performance, particularly advertising data, to identify improvement opportunities and implement data-driven optimizations that boosted results
- Developed and executed marketing strategies to achieve business goals, leveraging a mix of social media, website optimisation, promotions, and offline marketing activities, supported by a detailed action plan outlining timelines, responsibilities, and measurable milestones.
- Collaborated with external agencies and media partners to increase brand awareness and sales, supporting integrated marketing strategies for long-term brand presence
- Contributed to the execution of additional high-impact marketing events.

JAN 2022 – APRIL 2022

MARKETING & EVENTS (Intern) – Thai - Swedish Chamber of Commerce

- Coordinated and promoted events that increased member participation and engagement
- Created and distributed marketing materials on behalf of the Chamber, boosting members, event attendance and brand visibility
- Strengthened partnerships with external organisations, expanding collaboration opportunities
- Supported marketing strategy improvements that enhanced social media and website traffic
- Analysed Chamber's marketing campaign to assess performance and identify areas for improvement