

KITTIWITH LAOHASARAN

kittiwith99@gmail.com

PERSONAL PROFILE

Age : 23
Gender : Male
Status : Vaccinated 3 dose

Language:
Thai • Native
English • Advance (Study at UK for 6 months)

Undergraduate
Thammasat University, SIIT
Engineering Management Faculty

EDUCATION

Undergraduate
(Thammasat University)

Sirindhorn International Institute of Technology
Bachelor's degree of Engineering Management

2020 - 2023
3.3 GPA

Master Degree - studying
(Thammasat University)

Sirindhorn International Institute of Technology
Logistics and Supply Chain Systems Engineering

2024 - 2025
3.23 GPA

EXPERTISE

- Digital marketing (especially advertising)
- Communication skill
- Leading team
- Production video (Adobe Pr, Ps, Capcut)
- Visualization (Tableau, Power BI)
- Microsoft window (with advance excel)

EXPERIENCE

Branch Manager
March - September 2021

at Oppa Daek - Korean restaurant

- Sales Targets: Monitor daily, weekly, and monthly sales to ensure financial goals are met.
- Community Engagement: Build relationships with the local community or organizations to increase brand loyalty such as the new menu collab with Kaiwow(famous grill chicken at TU).
- Opening and Closing Procedures: Ensure the restaurant is set up properly for service and securely closed at the end of the day.
- Inventory Management: Track stock levels of ingredients, beverages, and supplies; place orders as necessary to prevent shortages.

CERTIFICATION

Marketing and Production team
Osotspa Co. Ltd

2022 - 2023 (summer training)

Certificate of Training at Osotspa Co. Ltd for the position of social media marketing and video production part.

Specialist Editing Video
Fastwork.co

2021 - 2023

Certificate of professional in the editing video who are screened by fastwork, tested, and training to help create the best experience for customers.

EXPERIENCE

Freelance video editor
2021 - 2023

at Fastwork.co

- Editing video as a freelance to provide the best service in the market with good quality results and high-rate star reviews.
- Communicate with customers to help them create the video that they want for each purpose such as advertisement, cookbook, or even ordination ceremony.

Trainee at Osotspa
2022 - 2023

at Osotspa Co. Ltd

- Design a video highlighting the launch of the company's M-150 Presenter, which mainly focuses on communicating to employees about the company's movements.
- Join Planning Monthly to analyze the work of each department every month. Estimated to see the progress of every party to be consistent
- Create CSR Products images and production including Woven bags and brown rice to build the brand that Osotspa loves the world and eco system or green.

Study at UK
November 2023 - April 2024

in Northumbria University, England

- The main project for the Consulting class is financial planning for marketing in the private DJ industry, in which our members focus on Jack Walter, a wedding DJ, to increase revenue and conversion rate.
- Analyze the competitive advantage of international firms to create the report about how each company build their own culture and unique selling point or USP.
- Communication with foreigners in a new environment, in which I have to speak only English.

Marketer for Salmon chef
June - September 2024

at Dechoti group. co

- Monitor and analyze Facebook posts to create more engaging daily posts for every branch of Salmon chef
- Writing the blog post and content for building an SEO in website with backlinks including.
- Create CRM for each customer to make advertisements more focused on target customers from Line OA and Ocha POS application.

Creative marketing specialist
March - August 2025

at Digital Tips company limited

- Collaborated with the Meta team to orchestrate large-scale events for 300+ attendees, overseeing on-site logistics and program flow to ensure a seamless participant experience.
- Directed technical production for live broadcasts using Streamyard, optimizing the run-of-show and managing guest timelines to ensure precise execution.
- Implemented creative sales strategies that drove a 20% month-over-month increase in book sales, significantly outperforming previous sales baselines.

PROJECT & ACTIVITY

Independence study

Inventory Management of Storage: An optimization and sensitivity analysis approach

2024 - 2025

The warehouse is optimized by minimizing Total Annual Cost through calculated Economic Order Quantities and Reorder Points, with sensitivity analysis used to verify practical viability.

Analyze business model and SEO planning for the firm

Term project at second year

2021 - 2022

Research and Analyze the performance for the business strategy and SEO planning in the website, including monday.com, Streamline workflows and gain clear visibility across teams to make strategic decisions with confidence.

Financial planning for marketing in DJ industry

Project at UK

2022

Planning the marketing strategy by using PESTLE, SWOT analysis, and Porter’s Five Forces for Jack Walter, who is private wedding DJ in Northumbria, England.

Basketball player

SIIT basketball club

2020

Being a basketball player in the club to compete with other faculty in the fresh man year.