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SUMMARY

As a founder of BoxBox health+ shop (healthy food, snack, and beverage shop), healthy living is my concern and interest. Managing all 6 branches gave me an in-depth knowledge of wellness and healthy lifestyle, understand more on consumer behaviors and needs which are different by gender and age group. Apart from that I have been doing self-study/research from many sources to enhance and update my knowledge of healthy living trend. I recently completed the **"Lifestyle Medicine Coach" course**, which has given me the ability to counsel and encourage people to live longer. In my role as a lifestyle medicine coach, I want to empower people to take better care of their health and ultimately live healthier lives at any age.

My early experience as a photographer until now equipped me with traits such as self-motivation, attention to detail, punctuality, high commitment, adaptability, and the ability to see the world from various angles.

Having worked in a variety of business (retail and service) for more than 20 years, enable me to work under any working environment and circumstance including dealing with any types of people or pressure. Strengths as being a well-organized, fast learner, having strong leadership skills, open-minded for both compliments and critiques, good listener, positive thinking with can-do attitude, and easy to work with.

PROFESSIONAL EXPERIENCE

2022 - 2023: Senior secretary at Export-Import Bank of Thailand (Exim Bank)

- Reported directly to the CEO as a member of secretariat office.
- Acknowledged an executive's agenda, assisted in scheduling meetings and conferences.
- Organized both internal/external meetings including coordinated the setup of the meeting space.
- Accompanied the CEO when going to a business-related event away from the workplace.
- Facilitated departmental workflow and communication. Assigned work to related departments as well as to follow up those tasks.
- Managed budget and controlled inventory of office supplies.
- Communicating and monitoring all tasks with external third parties.
- When necessary, assisted as a photographer to capture the moment.
- Organizing presents and floral arrangements for both internal and external recipients in response to occasions.
- Supported all respective responsibilities that management may assign.

2015 - 2022: BoxBox health+, Healthy Food Shop, Founder and Owner.

- Established retail healthy food and beverage shop under the brand BoxBox health+ with shop expansion of 6 branches within the last 7 years.
- Developed and implemented a consignment business model with over 200 vendors and 300 SKUs.
- Built brand concept and strategy with a unique selling point.
- Set up store expansion strategy and selected proper location to capture growth and find new business potential and control overall process.
- Developed and standardized a new way of working both offline and online to capture new shopping behavior.
- Led and developed promotional strategy, pricing guideline, and assortment strategy.
- Accountable and responsible for pricing strategy and control of P&L.
- Responsible for overseeing all management and operations for a group of 12 workers. Coached and led the group to greater competence and capabilities.

2020 - 2021: TumSuan TumKrua Restaurant , Co-founder.

- Acquired new knowledge and developed a skill set in the restaurant sector (food, dessert, and beverage).
- Set up the restaurant's concept, design, and ambient.
- Coordinated with contractors, selected restaurant building materials, and managed the overall construction process.
- Inventory lists and equipment organization for restaurants.
- Set up menu and chosen the top quality of ingredients.
- Planned and utilized workflow in restaurant and kitchen.
- Managed 5 employees (2 waitresses and 3 cooking staff).

2015 - 2021: KAMU (franchisee of milk tea brand) and Yo!Bar (Natural Yogurt Ice Cream), Co-founder.

- Contacted and negotiated to set up a Kamu branch with the Kamu franchisor.
- Initiated first-time-ever Kamu in a container format to create excitement and save cost.
- Developed Yo!Bar brand concept to differentiate the product from others.
- Responsible for shop design and construction process.
- Developed advertising and marketing campaigns aimed to boost brand awareness and impulse purchases.
- Monitored and managed to guarantee that brand requirements and customer expectations are met in terms of product quality.
- Coached and supervised 4 employees.
- Controlled the P&L, inventory, and stock.

2014 - 2019: Bike Stop, bicycle shop (Co-founder)

- Built brand and set up business venue.
- Buying merchandises from oversea.
- Organized bicycle trips and workshops.
- Dealt with various bicycle dealers.
- Managed stock

2003 - Present: Sukhumvit Studio (Owner) and Photographer for CLEO, Marie Claire, ELLE magazines, MAC, Jo Malone (Freelance) and product photography.

- Operated a family business that mostly worked with several international schools, including KIS, ISB, RIS, and Bangkok Pattana.
- Worked as a photographer for behind-the-scene, workshops, and fashion show events at various venues and occasions.
- Participated in the whole process of developing a picture.
- Managed team to ensure smooth execution.
- General coordinated with all related parties.
- Product photography specialist

EDUCATION

2024: Lifestyle Medicine Coach Batch 2nd Certified from Department of Health, Ministry of Public Health and Preventive Medicine Association of Thailand.
with 1 in top 4 highest score and total score of 90 percentiles

1999 - 2002: Assumption University, Bangkok. Bachelor of Communication Art and Advertising.
GPA: 3.52

1998 - 1999: Northeastern University, Boston, Massachusetts, USA. Faculty of Liberal Arts.

1995 - 1998: Tidewater Community College, Norfolk, Virginia, USA. General Studies.

ACTIVITY

2024 - Present: Board of Lifestyle Medicine Coach Batch 2nd, Department of Health, Ministry of Public Health and Preventive Medicine Association of Thailand.

2019 - Present: Board of St. Joseph Alumnae, SJC.

- Arranged events & activities to raise funds for SJC alumni.

2000 - 2001: President of the Faculty of Communication Art and Advertising, Assumption University.

- Accounting for setting up graduation exhibition.

INTEREST

Buddhism, health and well-being studies, photography, food, travel, golfing, cycling, pickleball and self-learning.

ADDITIONAL SKILL

Computer Microsoft Office.
Language Thai and English.

REFERENCE

Available upon request.