

RISA HEMTASILPA

MBUS, Research Specialist

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English-Thai translator

Native Thai speaker

Research skill (Qualitative and Quantitative)

Brand and communication measurement

Customer insight

Translation

Data analysis and reporting

Customer service

Online content writing

Objectives

I am a Native Thai speaker who lived in Thailand for more than 20 years and familiar with both central and Southern part dialects. Moreover, I had an opportunity to strengthen English skill as an international student in Australia. All works are personalised to match customer's need. Modified translation and copywriting also offer. I would love to dedicate my skills and experiences to deliver quality service.

Master's Degree: **Master of Business (Advanced)** – Marketing and International Business,
The University of Queensland, Australia (2010-2012)

Technologies: MS Office Suite, MS Project, SPSS, Photoshop

Language: English and Thai

PROFESSIONAL EXPERIENCE

**Unit Manager, Research specialist in Consumer segment management department
Kasikornbank, Thailand | Oct 2012 – June 2017**

- Responsible for the success of more than 39 research projects; the scope covered both on-going and ad-hoc research programs; handled qualitative and quantitative studies.
- Possessed consumer's insight that sharpens the competitive edge of the bank, by covering Brand and communication, Segmentation Study, customer purchasing journey, and more than 7 banking products.
- Collaborated with over 30 internal and external teams to delivered projects within agreed time frame and budget.
- Organised more than ten in-house seminars for KBank Executives and retail banking department to facilitate the participants for bringing up to date the implications of the current global financial innovation and trends.
- Was the key contact person between KBank and oversea research database providers such as CEB (Corporate Executive Board) and Efma (European Financial Management Association) on report/service purchasing, conference trip, site visit, interviewing and applying for the innovation award.

- Was being a secondary data key contact person, who summarised and translated up-to-date banking trends and delivered to Retail banking department.

OTHER ACTIVITIES & VOLUNTEER FOR SOCIAL CAUSES

Thai language teacher (freelancer)

Australia | 2018

- Created and Provided course materials base on customer's need
- Personalised and adjusted lessons to ensure teaching quality and enjoyable of the client.
- Wrote learning progress report and document processes as required

Activities support Volunteer

Vision Australia | 2018

- Communicated with blind and low vision clients about direction and instruction
- Supported clients in various activities, which aims to strengthen their self-confidence and social engagement.

Activities support Volunteer

QPASTT, Australia | 2018

- Supported activities for students in Youth class at TAFE Southbank.
- Translating instruction of each activities to students
- Shared experiences such as culture, work and study

English – Thai translator (freelancer)

Online content creator companies | 2014

ADDITIONAL EDUCATION & CERTIFICATION

Bachelor's Degree: Bachelor of Economics, majoring in International Economics,
Thammasat University, Thailand (2005-2009)

Certifications: Operational Analytics by University of Pennsylvania on Coursera (2018)
People Analytics by University of Pennsylvania on Coursera (2018)
Account Analytics by University of Pennsylvania on Coursera (2018)
Customer Analytics by University of Pennsylvania on Coursera (2017)
Questionnaire Design for Social Surveys by University of Michigan on Coursera (2015)