

# Marisara Satrulee

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As a stakeholder manager and sustainability analyst, I have experience combining my passion for sustainability with the key relationship building and measurement methodologies that enable large complex corporate entities to better take on the challenges that we will face as a result of climate change.

With a deep interest in data analysis, coding and data visualisation, I am a constant learner who can help measure change, drive impact and provide strategic recommendations that fuel organisational growth and impact.

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## Work Experience

MAY 2019-PRESENT

**ASEAN Knowledge & Community Analyst/Thai Beverage, Bangkok, Thailand**

- **Project Manager** of a year-round survey of a community of thousands of targeted individuals residing within a 5-kilometres of the company's manufacturing facilities across Thailand to gain feedback on what sustainability measures could be implemented to ensure more robust environmental management.
- **Project Advisor** for a company stakeholder survey held every three years on the perception of ThaiBev's sustainability materiality. Using coding skills (R language), I was responsible for analysing thousands of data points, providing survey results, and demystifying the complex reports third-party executors of the survey had failed to articulate.
- **Project Manager** of [Thailand Corporate Sustainability Symposium in 2019](#), an event that aimed to initiate more dialogues on sustainability development among business leaders from various fields. I connected with some of Thailand's largest organisations and engaged them in committing to develop solutions that will reduce negative impacts on society.
- **Content Editor** for planning content and designing interactive activities to engage with 25,000+ followers on the company's social media.
- **Sponsor Manager** who engaged with sponsors and made sure to successfully raise 6 million Thai Baht to support the [first virtual corporate sustainability expo in Thailand](#). Over ten days, this platform was visited by 120,000 people, and the majority of viewers were university students between 15 to 25 years old.

MAY 2017 – DEC 2018

**Communication Head/Knowledge Exchange, King Mongkut's University of Technology, Bangkok, Thailand**

- Engaged with 1500+ buyers who were purchasing innovation from the university's commercial-ready innovation archives through activities such as mini-talks and intensive training
- Created 39 episodes of "Save by the Tech", a video series that explains how innovation, science, and technology could add value or cut costs for small and medium enterprises. The entire series was viewed by thousands and continues to attract attention
- Designed and organised two annual technology-matching exhibitions called "TECH FAIR". Each exhibition had drawn over 1000 participants.
- Successfully secured 5 million THB funding from partners to support the university's activities

APR 2015 – MAR 2017

**Lecturer/Shinawatra University, Pathum Thani, Thailand**

- Ranked the best lecturer for two consecutive years at the Faculty of Business and Administration. My teaching subjects are marketing and strategic management

FEB 2013 – FEB 2018

**Owner/Marisara Fabric Creation**

- Designed and produced female apparel under the brand "Marisara". The brand was sold in two countries: Thailand and Singapore
- Negotiated a supplier contract with APPAREL GROUP, one of the largest retailers in the Middle East, based in the UAE

JAN 2007 – DEC 2012

**Customs Formality Manager/S.M.B.P. Co., Ltd.**

- Managed monthly cash flow of 10 million THB to maintain the daily operation of the company
- Used measurement and analysis to drive strategy for operations and marketing campaigns to work together to generate customer leads for the sales teams
- Designed and oversaw the design of marketing campaigns

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## Certificates

- Google Data Analytics Certificate
- Social Value UK: Impact Management for Enterprises

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## Education

DEC 2020 - PRESENT

**Bachelor of Computer Science/University of The People (UoPeople)**

GRADUATED IN 2013

**MBA, China Study Major/Thammasat University, Bangkok Thailand**

FULL-TIME LANGUAGE STUDENT IN 2006

**Chinese Programs**/Fudan University, Shanghai China

GRADUATED IN 2001

**Bachelor of Science, Physics Major**/Chulalongkorn University, Bangkok Thailand

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## **Skills**

Data analytics • Python • R Programming • SQL • Statistics • Active Listening • Conflict Management • Public Speaking