

PALITA NUALNOK



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Thailand

EXPERTISE IN MARKETING-ENGINEERING-IT FIELDS

A native Thai speaker who is proficient in *EN-TH localization, translation, transcreation, and proofreading in the field of Marketing-Engineering-IT as well as general documentation*. Since 80% of my previous work as a Field Marketing Lead pertained to driving and executing marketing campaigns and events in Thailand, I managed all Thai content derived from the English original version to be localized and easy to understand by Thai people. Bringing the brand to effectively communicate and connect with the target audience in the region.

EDUCATION

2015-2019

Thammasat University

Bachelor in Industrial Engineering (English Program)

- GPA 3.69, Second-class honours with Bhumibol's Scholarship
- Awarded the scholarship for 4 academic years
- Won 2nd runner up for Panasonic Internship Program

2010 - 2015

Nawaminthrachinuthit

Triamudomsuksanomklao School

Science-Mathematics Curriculum(English Program)

- Graduated with GPA 3.57/4.00

SKILLS

- English Language Proficiency
- Localization/Translation/Transcreation
- Video Subtitling & Voice-over
- MS Office applications – MS Word, Excel, PowerPoint, Outlook and MS Teams
- Communication
- Project Management
- Detail-oriented
- Adaptability

WORK EXPERIENCE

TALENT MANAGEMENT PIPELINE AT VERTIV (THAILAND) CO., LTD.

A global provider of critical digital infrastructure and continuity solutions: Engineering & IT Fields

Field Marketing Lead | 2021-2023

Deployment Period

Lead all marketing activities in Thailand such as events and campaigns. This is conducted by planning, executing, tracking, analyzing, delivering, and reporting outcomes to regional team.

In order to succeed in a global marketplace, I am aware of the importance of 'Localization' which plays a crucial role in marketing aspect. By understanding and adapting to the local culture and language, I initiated and conducted all marketing collaterals to be translated into Thai language to better approach Thai customers. This includes website, brochure, user manual, video, online training course, press release, flyer, and online advertising, etc.

Management Trainee | 2019 - 2020

14-month Training Period

The program provides career opportunities to new graduates to grow the business, which is a career path to management level. To build professional and technical expertise, I have gone through overseas training programs, challenging projects, rotational assignments, and mentoring programs.

A job rotation provides a good chance to go through all the core businesses by undergoing each department; pre-sales, sales, project management, and service.