

## **SUWANIT TACHOTHAI**

3338 Willow Crescent Drive Apt T2, Fairfax, VA 22030

Contact No.: 312-989-7111

Email: [stachoth@gmu.edu](mailto:stachoth@gmu.edu)

### **PROFILES:**

- Extremely bright academic records with absolute performance consistency
- Thorough understanding of the fundamental principles of business administration and their practical usage
- Highly organized thought process and well-structured problem dealing attitude with an edge of innovativeness
- Profound managerial qualities and skills to handle multiple tasks simultaneously
- Ability to handle both, the internal activities of an organization as well as the external dealings with customers, vendors, government bodies, etc.
- Very strong in handling the Microsoft office tools and web search tools

### **EDUCATION:**

#### **George Mason University**

Master of Business Administration  
(GPA-3.75)

Anticipated December 2018

Fairfax, VA

#### **University of Portsmouth (Upper Second Class Honors)**

Bachelor of Business with business communication  
(GPA- 3.45)

July 2013

Portsmouth, England

### **PROFESSIONAL EXPERIENCE:**

True Visions - Thai News Network

October 2013 – November 2015

#### **Position: Account Executive**

Bangkok, Thailand

- Engaged on more than 100 projects to devise advertising campaigns that meets the client's requirements and budget, presenting alongside the campaign ideas
- Prepared weekly confidential sales reports for presentation to management and scheduled client appointments.
- Researched International market to find potential clients and worked with them over phone calls and emails to start their business with the company.
- Created and maintained up-to-date confidential client files.
- Performed general office duties and administrative tasks.

### **RESEARCH PROJECTS:**

Project: The Importance of Branding & Brand Loyalty

- In this research project the focus was on four main areas of study, specifically, the importance of branding, brand loyalty surrounded by Marks

and Spencer's customers, the customer's shopping behavior and the marketing used by Marks and Spencer to remain as a successful retailer.

- The purpose of the study was to understand how Marks and Spencer create their own brand. It also involved discovering some of the key strategies that helped retain the existing customers and attract new ones.
- According to the findings and literature review, it was concluded that branding was perceived as the most important criteria for a business to distinguish itself from its rivals.

Project: Exploratory Decisional Attribute Approach Project

- Conducted a special critical review of understanding tourists' patronage of Thailand foodservice establishments.
- The study focused on Business Management Strategy, Projects, Processes and Systems, Globalization, Managing Change, Business Communication, Business Profitability and Performance.

### **ACTIVITIES:**

- Member, International student aids community of university of Winchester  
*Responsibilities:* To aid appropriate and timely handling of international student issues and to communicate with international students and help manage their individual situations  
*Accomplishments:* Attracted about 50 students to join the Christmas event
- Member, Asian Student Union of university of Portsmouth  
*Responsibilities:* To arrange regular meetings and to collect sponsors for events  
*Accomplishments:* Presented information and perspectives on campus life to 20 students and their families
- Member, George Mason University (Thai Student Association)  
*Responsibilities:* To help the community organize events on campus and provide information to students for joining the event