

Kochnipa Rachatasomboon

Contact Information

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Career Objective

A dynamic and results-oriented professional with extensive experience in diverse industries, including energy, automotive, hospitality, and travel. Passionate about leveraging skills in business development, marketing, and operational excellence to drive innovation and growth. Seeking a challenging role where I can contribute to organizational success and exceed expectations.

Core Skills

- **Strategic Leadership:** Effective team management and cross-functional collaboration.
 - **Sales & Marketing:** Expertise in market analysis, revenue growth, and client engagement.
 - **Business Development:** Skilled in launching new ventures and expanding market presence.
 - **Operational Management:** Proven ability to streamline processes and enhance efficiency.
 - **Technology & Tools:** Proficient in Microsoft Office, CANVA, ChatGPT and digital marketing platforms.
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Education

- **2024 (In Progress)** : Master of Management (Integrated Tourism and Hospitality Management), NIDA Thailand
- **2023** Certificate: Executive Mini MBA, NIDA Thailand
- **2007** Certificate: - ESL Advanced Conversation
- Communication for Non-native Speakers
BIR Training Center, Chicago, IL, U.S.A.
- **2004-2006** Certificate: the AuPairCare Cultural Exchange Program
AuPairCare, San Francisco, CA, U.S.A.
- **2005-2006** Certificate: ESL High-Intermediate
Harry S. Truman College, Chicago, IL, U.S.A.
- **1997-2003** : Bachelor's in mass communication, Ramkhamhaeng University Thailand

Training & Certifications

- Fundamental for LNG Business (2023)
 - Digital Marketing (2020)
 - Export Trade Business, Business Writing, and E-Commerce Training (2013)
 - Food Contact (EU Regulation) and BRC Issue 6 (2012)
 - Enhancing Thai Food Suppliers' Competitiveness (2011)
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Additional Information

The AuPairCare Cultural Exchange Program is a program that includes full time child care, extensive use and comprehension of American English, completion of academic coursework at an accredited post-secondary institution, and attending a majority of AuPairCare activities.

Professional Experience

General Manager

Newgen Energy Solution (2024–Present)

- Expanded LNG refueling stations and improved operational efficiency.
- Directed financial strategies, achieving stable growth.

New Business Development Specialist

Mitsui Bussan Automotive (2021–2024)

- Launched Thailand's first LNG cylinder business, increasing revenue by 300K within the first year.
- Led cross-functional projects, including CRM implementation and digital platforms.

Operations Manager

OYO Hospitality Thailand (2019–2020)

- Managed 15+ hotel properties, boosting revenue and enhancing guest satisfaction.

Operations Team Leader

Gullivers Travel Associates Thailand (2016–2019)

- Supervised operations teams, improving workflow efficiency by 25%.

Sales Executive

Miki Travel Thailand (2015–2016)

- Delivered tailored travel solutions, increasing customer retention.

Deputy General Manager

Proguard and Cleaning Services Co., Ltd. (2013–2015)

- Led business operations for a cleaning service company with 50+ employees.

Marketing Executive

Narong Seafood Co., Ltd. (2010–2013)

- Managed international client relationships and launched new products.

Sales Executive

Gullivers Travel Associates Thailand (2008–2010)

- Coordinated sales operations for Thai and Vietnamese markets.

Assistant Restaurant Manager

Thai Wild Ginger, Chicago, USA (2006–2007)

- Oversaw restaurant operations and organized promotional events.

Exchange Student (Au Pair)

AuPairCare, USA (2004–2006)

- Enhanced adaptability and cultural awareness through immersive experience.

Customer Service & Database Roles

- Guest Coordinator, Civic Park Executive Service Apartment (2002–2003)
- Database Administrator, Krungsri Ayudhya Bank (2002)

Key Achievements

- Launched and led Thailand's first LNG cylinder business to success.
- Exceeded revenue targets in multiple roles across industries.
- Consistently recognized for leadership and exceptional performance.