

PIYA NAWAKAEW

TH - Specialist: Part-Time, Seasonal candidate

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Portfolio | Instagram @the_kendrixk



PROFILE

Customer-focused Digital Marketing student with front-line retail experience at Boots Thailand. Helped shoppers in Thai, English, and Chinese, tailored product recommendations to their needs, and supported checkout, promotions, and VAT refunds in a busy store. Brings clear communication, curiosity, and a collaborative approach to the Apple Specialist role.

RELEVANT STRENGTHS

Customer needs and recommendations | Multilingual service | Checkout accuracy | Product learning | Team support

EXPERIENCE

- Sales Assistant**

Boots Thailand | MBK Center, Bangkok

Mar 2026 - Aug 2026

 - Recommended products in Thai, English, and Chinese in a store serving approximately 300-400 visitors daily.
 - Supported store-wide sales goals through promotions, upselling, and cross-selling; maintained product displays.
 - Processed cashier transactions and assisted with VAT refunds, following store procedures accurately.
- Thai Language Tutor**

Self-employed

Aug 2025 - Present

 - Adapt lessons to each learner's goals and explain practical conversation, pronunciation, and vocabulary in English.
- Video Editor & Content Creator**

Personal Brand - Kendrick | @the_kendrixk

Oct 2024 - Present

 - Plan, film, edit, and publish short-form content; use audience feedback and Instagram insights to refine messages.
 - Manage community interaction and create clear, engaging content for different audiences.
- Social Media & Content Coordinator**

Tessaban 1 Kittikachorn School

Jul 2025 - Mar 2026

 - Created school event and announcement content and supported audience engagement.

SELECTED PROJECT

- SWAPPO | Digital Marketing and Startup Project**

2026

Co-developed a service-barter concept for small businesses; contributed customer research, segmentation, competitor analysis, positioning, and website content.

EDUCATION

- BBA in Digital Marketing**

Harbour.Space @ University of the Thai Chamber of Commerce | Polaris Full Scholarship

2026 - Present
- Basic Chinese and Business Communication**

Shanghai Industrial and Commercial Foreign Language School | AFS full-scholarship exchange

2024 - 2025

LANGUAGES & TOOLS

Thai (native) | English (professional working proficiency) | Chinese (conversational/intermediate)
Google Workspace | Canva | CapCut | Figma | Framer
Additional: English and Chinese MC for public events; English Impromptu Speech Gold Award.