

Gregory Veerananda

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188/176 Setthasiri Village, Ratwinit Bangkaew
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EDUCATION

Loughborough University; Loughborough, United Kingdom **2010 – 2013**
BSc. (Hons) Information Management and Business Studies (2.1)

Modules: Entrepreneurship and Innovation, Research Methods, Strategic Management, Operations Management, International Marketing, Accounting, Financial Reporting, Business Information, Systems, Web Design etc.

Bangkok Patana International School; Bangkok, Thailand **2008 – 2010**
International Baccalaureate – Achieved a bilingual diploma in the English and Dutch languages.

EXPERIENCE

Vittoria Industries Ltd.; Bangkok, Thailand **Jan 2015 – Present**
Digital Marketing Executive

- Researching and evaluating digital customer research, market conditions and competitor data for the development of business reports for the purpose of making key digital business decisions
- Managing the web team to devise strategies to improve the company's website conversation rate and design
- Responsible for creative content creation, copyright, community management
- Increased the company's social reach by 70% at Asia's largest professional road race cycling event
- Identifying solutions for improved information management and surplus stock management

Allied Pickfords; Bangkok, Thailand **Jan 2014 – Feb 2014**
Sales Assistant

- Developing key strategic relationships and negotiating sponsorship contracts for sports teams and events in order to increase company brand awareness
- Responsible for organising and promoting of annual Bangkok Rotary Club Charity golf tournament through online channels and correctly allocating the established budget

LiQ-cure Drinks; Loughborough, United Kingdom **Sep 2011 – June 2012**
Marketing Assistant

- Market research within the nutraceutical beverage industry in order to identify consumer needs
- Set marketing objectives and implemented plans to realise these objectives
- Developed and maintained customer relations by organising client meetings, presentations and reports
- Managed the rebranding strategy of the Liq-cure product and of the implementation of online and student magazine marketing campaigns.

EXTRACURRICULAR ACHIEVEMENTS

Captain of Loughborough University Soccer Team & Bangkok Patana School Varsity Soccer Team
Founder of Loughborough Dutch Society

SKILLS

Computer: Proficient in Microsoft Office, Google Analytics. Intermediate in Perfion, Database design, Web design

Language: Fluent in English, Dutch; conversational in Thai, German

Charity: Loughborough RAG Tough Guy (Loughborough, UK)
Habitat for Humanity, Charity Fun Run (Bangkok, Thailand)

INTERESTS

- Football, golf, travelling, business affairs (member of Netherlands-Thai Chamber of Commerce)