

## CURRICULUM VITAE



### PERSONAL DATA

Name: Miss Pimwalunch Sarachai  
พิมพัลลัญช์ สาระไชย  
Nationality: Thai  
Place of birth: Bangkok  
Date of birth: January 15, 1967  
Marital status: Marriage  
Languages:

	Read	Write	Speak
Thai	Good	Good	Good
English	Fair	Fair	Fair

### Skills:

- Microsoft Office, SPSS, Power BI, Adobe Photoshop and Illustrator etc.
- Market analysis tools as SWOT, Stakeholder analysis, Competitive Analysis, Consumer Behavior, Advertising Research, Segmentation, Quantitative Research, Qualitative Research, Dashboard on MS Excel/Power BI etc.
- Create the online survey screen for the quantitative survey
- Check answer logic of quantitative survey questionnaire
- Distribute panels and control collection status, Check respondent's answer to eliminate bad samples

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### EDUCATION

B.Sc. Statistic, Ramkhamheang University, 1993

### EXTRA QUALIFICATION

Attended Customer Satisfaction Survey seminar held on 28-29 May 1997 at Royal Orchid Sheraton Hotel Bangkok.

Attended the Gallup School of Management seminar for Better Measurement for Better Management held on 27-28 October 1999 at Sukhothai Hotel Bangkok.

SPSS/Mentor Training Conference in Singapore on 24-28 April 2000.

Knowledge of computer applications: SPSS for Windows, MS Office, Adobe Photoshop, Adobe Illustrator etc.

## **WORK EXPERIENCE**

Organization: MarketBuzz Co., Ltd.  
Destination: Researcher Operation Manager (Contract)  
Period: 2020 – Present

### **Responsibilities:**

The main responsibilities are, conducting Sub contract team survey (10-40 persons), decide table plan and graph template for report, control quality of results and data analysis and prepare the final report.

## **WORK EXPERIENCE**

Organization: Kadence International (Thailand) Co., Ltd.  
Destination: Market research method specialist (Contract)  
Period: 2020 – Present

### **Responsibilities:**

Consulting and checking research methods at every step of the project from start to finish. There are more than 30 field personnel are available to work in all sectors of Thailand. Decide to table plan and graph template for report, control quality of results and data analysis and prepare the final report.

## **WORK EXPERIENCE**

Organization: Distri Survey Co., Ltd.  
Destination: Researcher Operation Manager (Contract)  
Period: 2010 – 2020

### **Responsibilities:**

Research operation management: Field surveys both in the country (Thailand) and abroad such as *Laos, Cambodia, Myanmar* (Supervising field supervisors, briefing the job), Data Processing, Data analyst and prepare the report.  
The main responsibilities are, conducting Sub contract team survey (10-40 persons), decide table plan and graph template for report, control quality of results and data analysis and prepare the final report.

## **WORK EXPERIENCE**

Organization: Sam Mitra Manufacturing Co., Ltd.  
Destination: Researcher and Data Processing  
Period: September 1994-December 1994

### **Responsibilities:**

Coordinating all aspect of the research project i.e . to contact and meeting with marketing team and report to manager, decide tables and graphs for final report, quality control and analysis.

## **WORK EXPERIENCE**

Organization: The Gallup (Thailand) Co., Ltd. (Associated with CSN & Associates Company Ltd.)  
Destination: Senior Researcher  
Assistant Manager  
Period: January 1995-October 1996

### **Responsibilities:**

Responsible for taking a recommended approach for a client, as suggested by the GM. Responsible for coordinating all aspect of the research project i.e. to contact and meeting with client and reporting current situation of project, decide tables and graphs for final report, quality control and analysis.

## **WORK EXPERIENCE**

Organization: The Gallup Organization (Thailand) Co., Ltd.  
(Associated with Head Office Princeton)  
Destination: Senior Data Analyst  
Period: November 1996 to October 2000

### **Responsibilities:**

Responsible for data management of the research project. The main responsibilities are, decide table plan and graph template for report, control quality of results and data analysis and prepare the final report. :

- Developing sample frame coding layout
- Column location for layout questionnaires
- Data analysis with SPSS program and others
- Verifying data
- Producing the auto generate report
- Producing the data file that base on client file layout and requirement
- Managing the data entry team
- Writing the skip pattern and range check for a template of data file

Typing specialist such as questionnaire, report  
Producing the presentation

## **WORK EXPERIENCE**

Organization: Advanced Research Group  
Destination: Data Analysis Manager  
Period: November 2000 to December 2004

### **Responsibilities:**

Responsible for data management of the research project. The main responsibilities are, decide table plan and graph template for report, control quality of results and data analysis and prepare the final report. :

Developing sample frame coding layout  
Column location for layout questionnaires  
Data analysis with SPSS program and others  
Managing the data processing team  
Managing the quality control and verifying data team  
Managing the data entry team  
Producing the auto generate report  
Producing the data file that base on client file layout and requirement  
Writing the skip pattern and range check for a template of data file  
Typing specialist such as questionnaire, report  
Producing the presentation

### **Lists of WORK EXPERIENCES:**

Advertising Tracking, Quality of Service Audit, Nissan Design clinic survey of Nissan cars, Tracking study of Customer Satisfaction Survey of Toyota Car, Dealer Satisfaction Survey Study, Life style study of the middle class family in the Thailand, Market study of Room Air-Conditioner, Corporate Image Study, 4 Wheel Drive Survey, S-Class User Survey (small class cars), Static Car Clinic & Focus group Discussion Study, M-L Class User Survey (medium & large class cars), RV Survey, Lubricant Demand from automotive Service Centers, Lubricant Demand of Pick-up users, Car Audio Equipment Survey, Telephone Handling Survey, Convenience Store User Survey, Pick-up User Diesel Motor Oil Usage Survey, Mascara Concept-Use Test Survey, Roll Tissue, Facial Tissue and Paper Towel Consumer Usage and Attitude Tracking Study, Lipstick Concept use Test, Auto Insurance Policyholder Survey, New Product Clinic (Vehicle), MPV Clinic, Customer Satisfaction Study for Kodax's Consumer Imaging, Price Tracker Survey, Exit Survey (Tops, BigC, Tesco Lotus), Pre-opening Survey (BigC Thailand, Lao, Cambodia), Price Survey (Vientiane Lao, Phnom Penh Cambodia), Fragrance Research, Perfume Concept test Survey (Mist SexyMe – Aum Patcharapa, Mist Pretty doll – Chompoo Araya, Mist Drama Queen – Ploy Cherman), โครงการภาพลักษณ์ประเทศไทย สำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (สสปน.), ศึกษาด้านการบริการด้านการเงิน และ สินเชื่อ (Money Wheel-Krungsri Auto), วิจัยในเรื่องทัศนคติ และ มุมมองที่มีต่อผู้ให้บริการ ทางด้านสุขภาพ(โรงพยาบาลสุขุมวิท), CSI and SSI for Honda BigWing, Test product -C-Vitt, สสำรวจพฤติกรรมการใช้ชีวิตในอนาคตและการรับรู้ในแบรนด์บริษัทพัฒนาอสังหาริมทรัพย์ ของกลุ่มเป้าหมาย คนไทยในกรุงเทพมหานคร (2000 ราย), Most Powerful Brand of

Thailand 2022 (12000 ราย), Milo Concept Test 2023, Shopping Catchment (3000 cases), RDM (Rosdee) Mini Survey 2023, Coffee Concept Test 2023, Flavour Seasoning Pre-Post Campaign Phase 3-2023, Beef Market Understanding Study-2024, Most Powerful Brand of Thailand 2024 (12000 ราย), สํารวจพฤติกรรมการใช้ชีวิตในอนาคตและการรับรู้ในแบรนด์บริษัทพัฒนาอสังหาริมทรัพย์ของกลุ่มเป้าหมาย คนไทยในกรุงเทพมหานคร 2524 (2000 ราย), Shopping Catchment & Behavior (3500 cases) etc.