

Atima (Emma) Kanchanawat

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SUMMARY

A creative marketing graduate with an international background, a global perspective and a passion for photography and videography. Seeking a marketing role where I can make a real contribution and unleash my potential.

EDUCATION

Northeastern University, D'Amore-McKim School of Business Bachelor of Science Degree in Business Administration Concentration: Marketing (<i>Deans List Fall 2018</i>) Activities: Professional Marketing Fraternity Pi Sigma Epsilon (VP of PR & HR) and Scout Studio,	Boston, MA May 2020 Minor: Video Arts
United World College of South East Asia (UWCSEA) High School Diploma/IB Diploma	Singapore, SG May 2016

EXPERIENCE

QuantUniversity/QuSandbox <i>Marketing Analyst</i> <ul style="list-style-type: none">Oversee and create all marketing collateral/creative assets to advertise future online coursesCreate, edit and schedule all video/podcasts for marketing purposesExecute and revamp a new marketing strategy for QuantUniversity and QuSandBoxSupervise and facilitate 3 software engineers on daily project management	Boston, MA August 2020 – Present
Northeastern University Office of Global Services (OGS) <i>Global Student Ambassador (GSA) – Leader</i> <ul style="list-style-type: none">Oversaw all media related content for cultural events hosted by OGSDeveloped 4 social media video campaigns to advertise and celebrate diversity in the Northeastern communityCo-ordinated with OGS employees and 20 other GSAs on tasks related to content creation	Boston, MA September 2018 – April 2020
AMC Networks <i>Marketing Production & Brand Creative Co-op</i> <ul style="list-style-type: none">Oversaw all of AMC's shows on-air graphics (snipes, hashtags and countdowns) and made sure each show got graphic elements delivered on timeExtracted weekly promo reports from the AMC On Air Pro database and flagged what is overdue or unassignedMonitored on-air and social assets due each day for promos to 'feed' (deliver) to the Broadcast facility at AMCManaged delivery of social promos due to international partners through collaboration with production assistants	New York, NY January 2019 – June 2019
State Street Corporation <i>Global Marketing/Internal Communications Co-op</i> <ul style="list-style-type: none">Compiled >1,000 submissions for the daily internal email 'Today @ State Street' to 30,000 employees globallyFacilitated the planning and logistics for the All-Employee CEO Town Hall MeetingsFilmed and edited videos for State Street's different business units to increase awareness for training and eventsHighlighted insights from employee survey results for business unit specific Town-Hall	Boston, MA January 2018 – June 2018
The Boston Consulting Group <i>Retail Case Intern</i> <ul style="list-style-type: none">Coordinated and strategized with four team members on an international benchmarking caseResearched over 20 retail companies, collected, analyzed and generated data that was used as research analysisCorresponded with Singapore govt on new retail practices that could be implemented for future retail campaigns	Singapore, SG July 2017-August 2017

LEADERSHIP EXPERIENCE

Scout Studio <i>Interventions Web Series Marketing Lead & Video Editor</i> <ul style="list-style-type: none">Executed and restructured all marketing efforts for the planned third annual design conferenceCorresponded with stakeholders on the cancellation of all university wide events and how it affected our eventRemodeled the marketing plan for the physical conference to a 6 episode web series with all the planned speakersCollaborated with 9 team members and various Scout teams on web series creation and logisticsEdited all 6 episodes for the release of the web series on the week of April 27, 2020	Boston, MA January 2020- May 2020
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SKILLS AND INTERESTS

Computer Skills: Proficient in Microsoft Word, PowerPoint, Adobe Lightroom & Premiere Pro, Final Cut Pro, Mailchimp, Canva, On Air Pro and Knowledge in Microsoft Excel (Charts and Tables) and Adobe After Effects.

Language Skills: Fluent in English (native) and Thai

Interests: Landscape/portrait/event photography (emkanch.com), Filmmaking, Skiing, Cooking, and Travelling