

# Koon Chakhatrakan

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I'm a lover of carefully-crafted brands. My goal as a digital marketing specialist and brand designer is to integrate meaningful design with marketing to empower people and create emotional connections between brands and consumers.

## EXPERIENCE

### Database Administrator, Barfoot & Thompson Commercial

July 2018 - July 2019

Responsible for the internal database management. Reduced data redundancy by 45%.

Create, maintain, and update commercial property listings across all online channels.

Maintain vacancy schedule of key buildings by liaising with tenants, landlords and agents.

### Marketing Assistant, STAAH Limited

November 2016 - July 2018

Project manager for Mailchimp migration with over 60,000 subscribers.

Redesigned the firm's website which saw an increase of 20% in traffic and more pages indexed on search engines.

Creation and launch of social media accounts that gained over 10,000 combined followers in less than 2 years.

Design and execute marketing campaigns with the sales department in 8 countries.

### Co-Founder & Web Designer, MERCURIUS Digital

October 2015 - February 2019

System administrator via WHM and cPanel. Managed the firm's online infrastructure, including CDN setup and VPS deployment.

Lead WordPress website developer. Developed websites for over 20 New Zealand businesses.

### Sports Photographer

November 2014 - July 2019

Official photographer for the University of Auckland Inter-Faculty Tournaments and the Recreation Centre.

## EDUCATION

### Bachelor of Commerce

(Information Systems, Marketing)

The University of Auckland

2015-2019

### Bachelor of Property

The University of Auckland

2015-2019

### International Baccalaureate (IB)

John McGlashan College

2012-2014

## TOOLS

### Design:

Adobe Photoshop	(ADVANCED)
Adobe Illustrator	(INTERMEDIATE)
Adobe InDesign	(ADVANCED)
Adobe XD	(ADVANCED)
Adobe Premiere Pro	(ADVANCED)
Adobe Lightroom	(ADVANCED)
SketchUp Pro	(ADVANCED)

### Web Development:

WHM	(INTERMEDIATE)
cPanel	(ADVANCED)
WordPress	(ADVANCED)
HTML / CSS	(INTERMEDIATE)

### Digital Marketing:

Google Ads	(INTERMEDIATE)
Facebook Ads	(INTERMEDIATE)
Mailchimp	(ADVANCED)

## ACHIEVEMENTS

**Adaptability & Hustle Award** Centre for Innovation & Entrepreneurship  
July 2019

Awarded at the Idea Bootcamp program that brought together entrepreneurially minded students to pitch, iterate and finesse the business ideas into tangible, robust businesses.

**2<sup>nd</sup> Place - Property Case Competition** The University of Auckland  
August 2018

Led the team of 4 to provide recommendations for a property investment project in 48 hours. Awarded second place in the competition.

**Winner of Bayleys Realty Group Property Marketing Proposal**  
December 2017

The team led by myself won the property marketing proposal for 80 Mount Wellington Highway. The project was part of the assignment for Property Marketing course.

## LEADERSHIP

**Vice-President**, University of Auckland Photography Society  
February 2019 - Present

Work with the president to strategically plan and execute events for over 200 active members and increase engagement.

Work with industry experts and sponsors to provide their insights and resources for members.

**Founder**, Shadowlight Studios Dunedin  
June 2013 - November 2014

Founder of a non-profit youth filmmaker's group in Dunedin.

Winner of Gigatown Video Competition organised by Chorus, won \$7,000 worth of prizes and 300,000 points for Dunedin to become the first city in New Zealand with Gigabit internet.

Produced, directed and edited a major fundraising feature film "Delinquent", partially funded by Creative New Zealand and Youth Fund Dunedin.

**IT Prefect & International Student Prefect**, John McGlashan College  
February 2014 - December 2014

Coordinate with staff members to ensure multimedia resources in classrooms are functioning.

Manage the auditorium's visuals and audio equipment.

Work with the international department to ensure all international students are satisfied with their studies and well-being.

**Head Librarian**, John McGlashan College  
February 2014 - December 2014

Work with the library manager, make strategic decisions and supervise day-to-day operations of the library.

## CERTIFICATIONS

**Google AdWords Certified**  
Google  
2016

**Certified Business Analyst**  
International Institute of Business Analysis (IIBA)  
2016