

P R O J E C T

# Portfolio

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<https://www.linkedin.com/in/ypreedee>

Business and Marketing Analyst : **2 Years**

Marketing Product and Strategy: **4 Years**

Business Development: **1 Year**

Project Architect: **4 Years**

- **Master of Business Information Systems, Australia, 2025**
- Master of Real Estate Business, Thailand, 2017
- Bachelor of Architecture, Thailand, 2012

# **L I S T O F** **CONTENTS**

**03** ABOUT ME

**04** BUSINESS AND DATA ANALYSIS PROJECT

**09** MARKETING PROJECT

# INTRODUCING ABOUT ME

**Alex**

Business and Marketing Analyst



Proficient in project management with a strong sense of ownership. Experienced in guiding projects from concept to completion, leveraging technology and data to understand customer needs and deliver optimal solutions.

# **P R O J E C T** **PORTFOLIO**

- Requirements Design:
  - Business and Customer Analysis
  - Business Model and Product Proposal
- UI Implementation
- Action Plan and Timeline

## **Business and Data Analysis**

### **01 Mobile Application**

- GovHack 2024 : NT Game Application
- Giverly Project
- Doing Good Reward Project

### **02 Website**

- Social Enterprise Hub: GOGO Foundation
- Kanwarin Estate Rebranding

### **03 Data Visualisation**

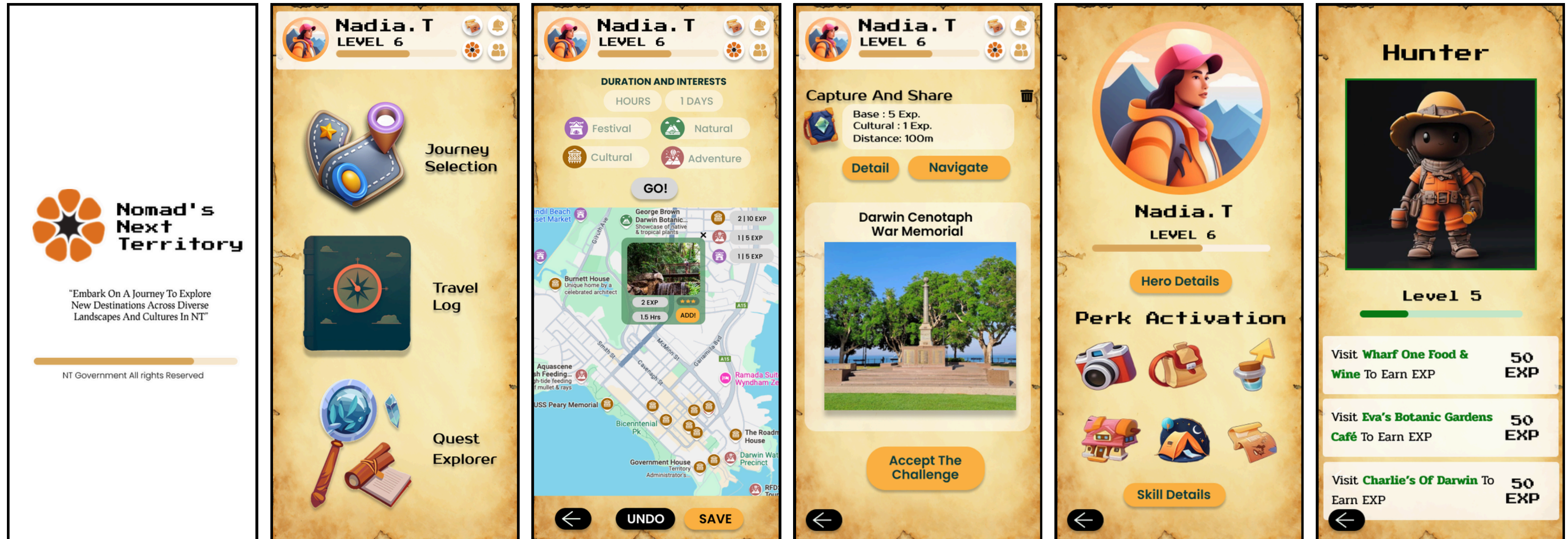
Utilise data to provide insights for product development



# P R O J E C T

## NOMAD'S NEXT TERRITORY: A MOBILE GAME ENHANCING NT TOURISM

# 01



Project Detail Link:

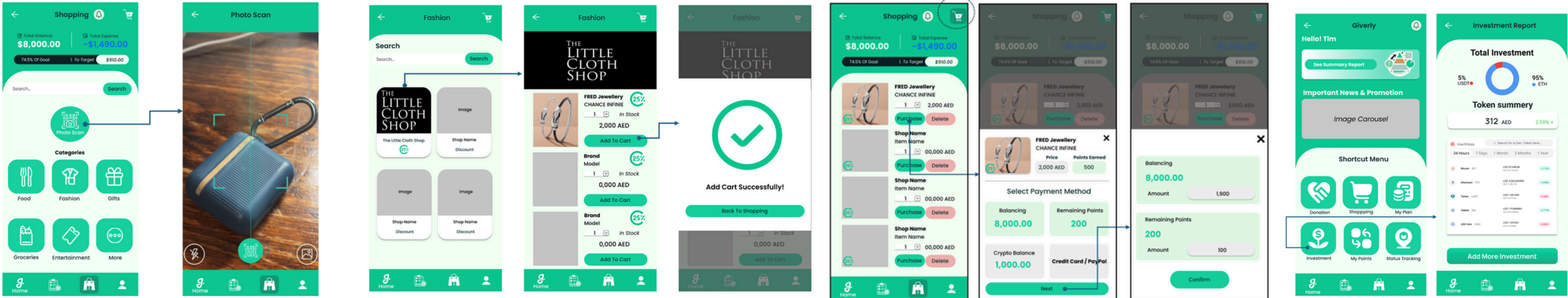
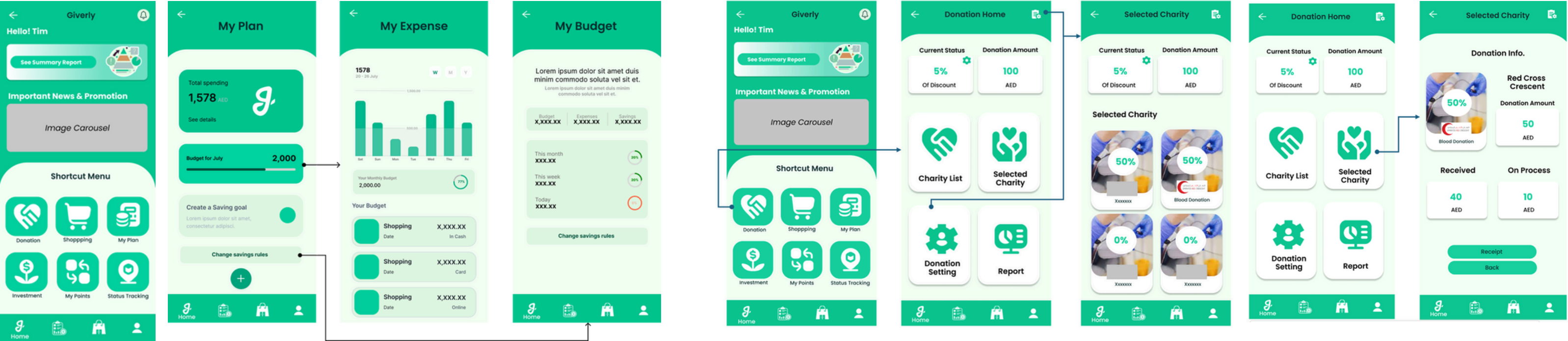
[Demo Video](#) [GOV Hack 2024](#)

<https://github.com/nofinay/Feel-Freshie-in-NT>



# PROJECT | GIVERLY MOBILE APPLICATION

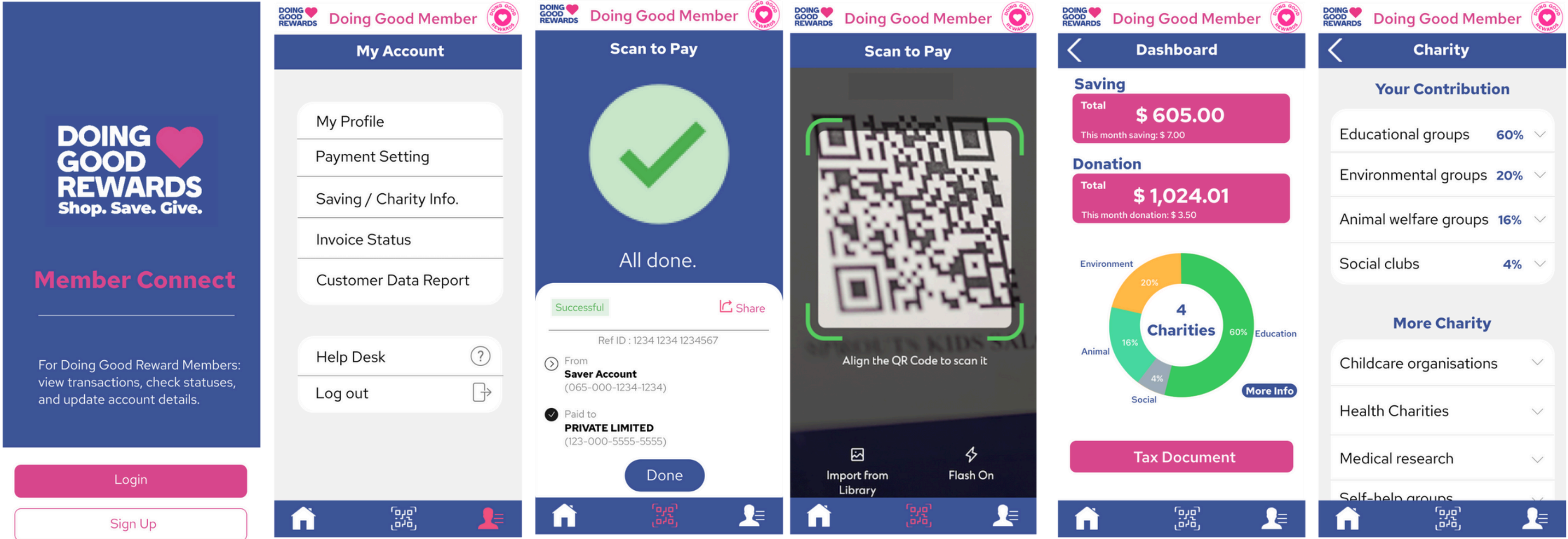
01



Project Detail Link: [Presentation](#)

# PROJECT | DGR MOBILE APPLICATION

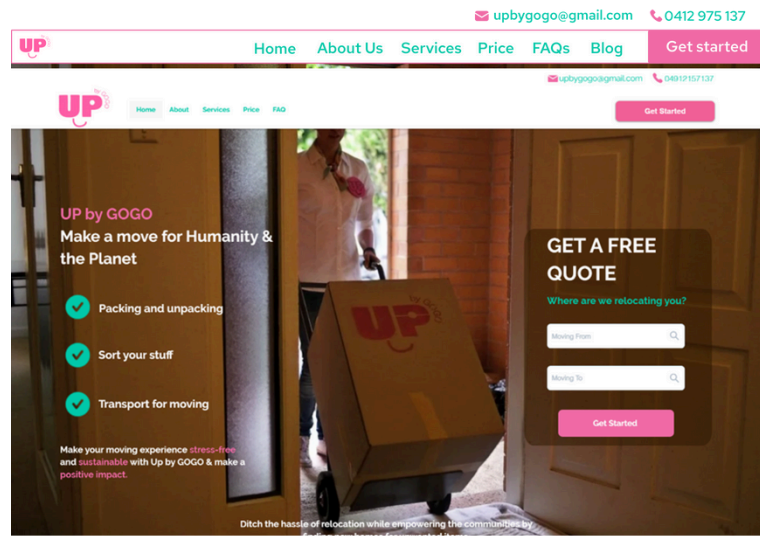
01



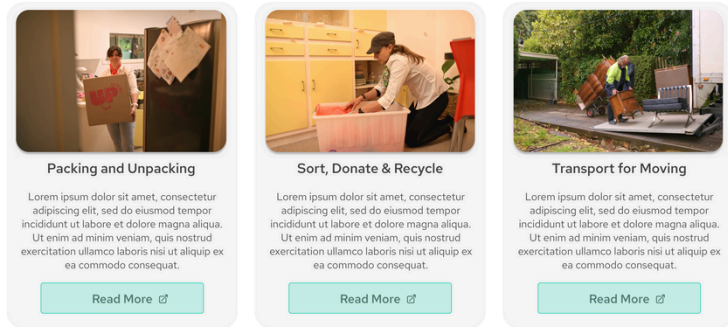


# PROJECT | WEBSITE DESIGN

02



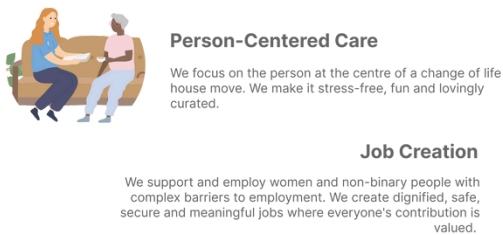
## Our Services



## How It Works



## Why Choose Us



## Pricing

2 Bedrooms	3 Bedrooms	4 Bedrooms
\$800 - \$1,000	\$1,600 - \$2,000	\$2,000 - \$2,500
Estimated cost for Sort, Donate & Recycle + Packing	Estimated cost for Sort, Donate & Recycle + Packing	Estimated cost for Sort, Donate & Recycle + Packing
Inclusions: <ul style="list-style-type: none"><li>✓ 3 people</li><li>✓ 8 - 10 hours</li><li>✓ \$60 per drop off in metropolitan area</li></ul>	Inclusions: <ul style="list-style-type: none"><li>✓ 4 people</li><li>✓ 8 - 10 hours</li><li>✓ \$60 per drop off in metropolitan area</li></ul>	Inclusions: <ul style="list-style-type: none"><li>✓ 5 people</li><li>✓ 8 - 10 hours</li><li>✓ \$60 per drop off in metropolitan area</li></ul>
<a href="#">Get a Quote</a>	<a href="#">Get a Quote</a>	<a href="#">Get a Quote</a>

## Impact Testimonials

Hear What Our Clients Say

UP Removals, Adelaide's leading eco-conscious moving team, offers stress-free relocation services while focusing on environmental care. We provide a unique donation service for unwanted items, ensuring they're repurposed rather than discarded, and support job seekers by offering employment opportunities, demonstrating our dedication to community and sustainability.



### Exceptionally Satisfied

Thrilled with the service provided. I'm extremely satisfied with the cost as well. I am really happy that they helped me find a new owner for my furniture.

-Jessica R-

### Flawless Execution

They arrived punctually. The team was fantastic, and the work was excellent.

-Kin C-

### Seamless Customisation

They precisely tailored their services to my specific requests. This made the move incredibly smooth, allowing me to trust them completely.

-Alex P-

## Frequently Asked Questions

### Packing and Unpacking | Sort, Donate & Recycle | Transport for Moving

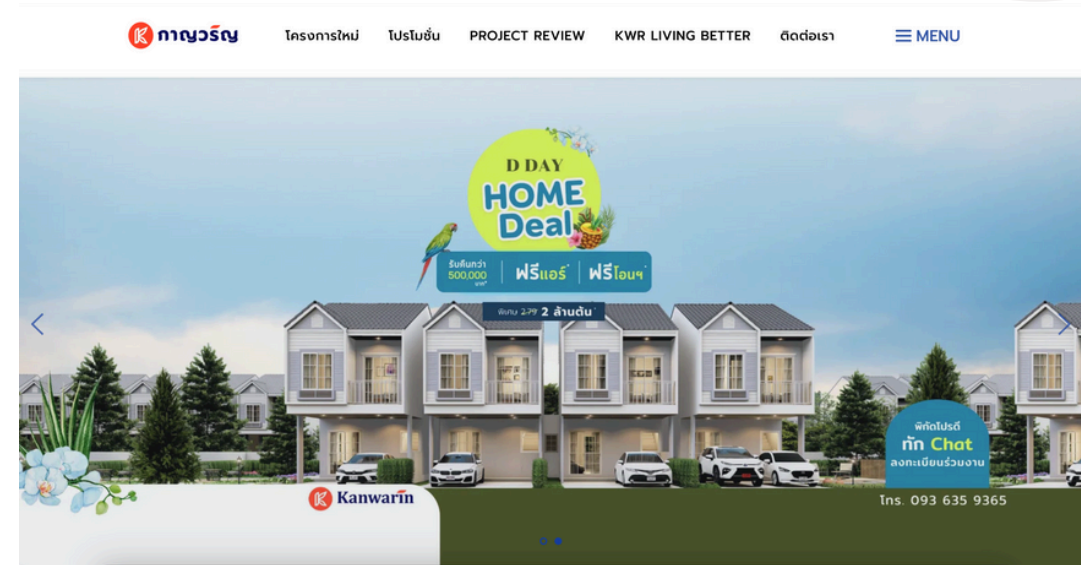
#### FAQs on Packing and Unpacking

Lorem ipsum dolor sit amet, consectetur adipiscing elit?	✓
The quick brown fox jumped over the lazy dog the quick brown fox jumped over the lazy dog.	
Lorem ipsum dolor sit amet, consectetur adipiscing elit?	✓
Lorem ipsum dolor sit amet, consectetur adipiscing elit?	✓
Lorem ipsum dolor sit amet, consectetur adipiscing elit?	✓

Start discovering our services today and receive a 10% discount on your first booking.

[Get a Quote](#)

QUICK LINKS	SERVICE	ABOUT US	CONTACT US	FOLLOW US ON:
<a href="#">FAQ</a> <a href="#">Blog</a> <a href="#">Sitemap</a>	<a href="#">Our Services</a> <a href="#">Pricing</a> <a href="#">How it Works</a>	<a href="#">UP by GOGO</a> <a href="#">Why Choose Us</a>	<a href="#">0412 975 137</a> <a href="#">upbygogo@gmail.com</a> <a href="#">Adelaide, SA, Australia</a> <a href="#">Message to us</a>	<a href="#">Facebook</a> <a href="#">Instagram</a>

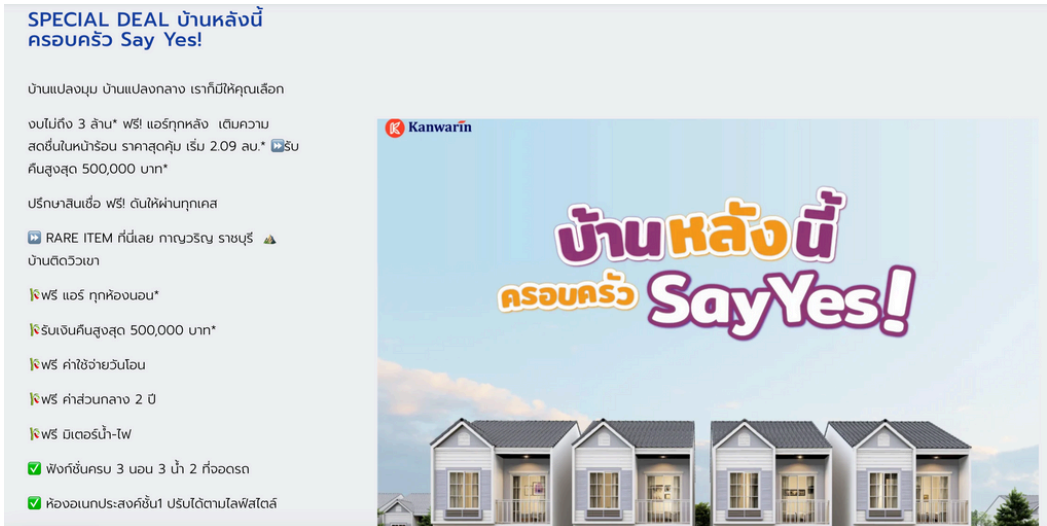


### กาญจนาวิทย์ ไร่ใหม่ เจริญทรัพย์-เขาขุ

เริ่มต้นที่ 2.XX ล้านบาท

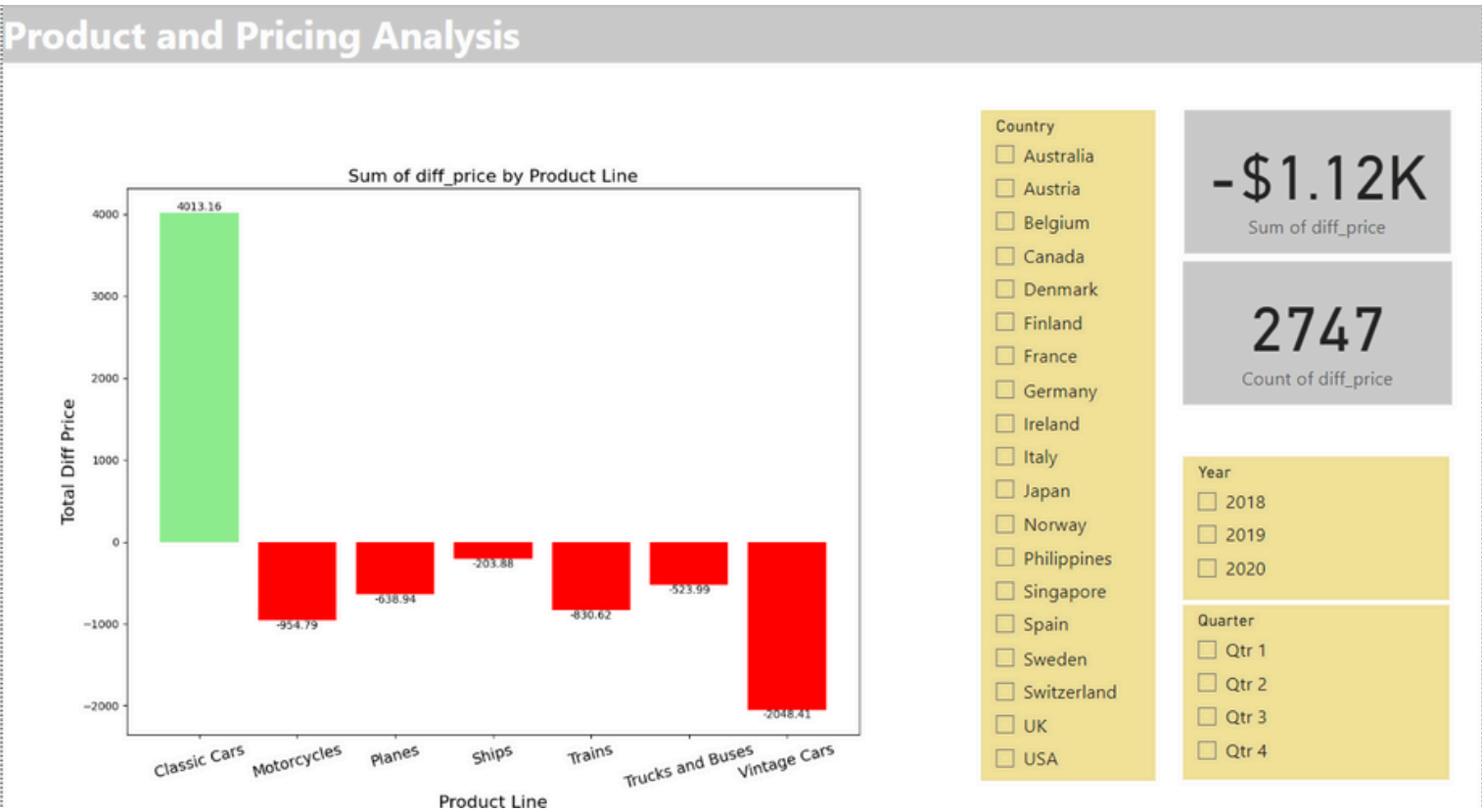
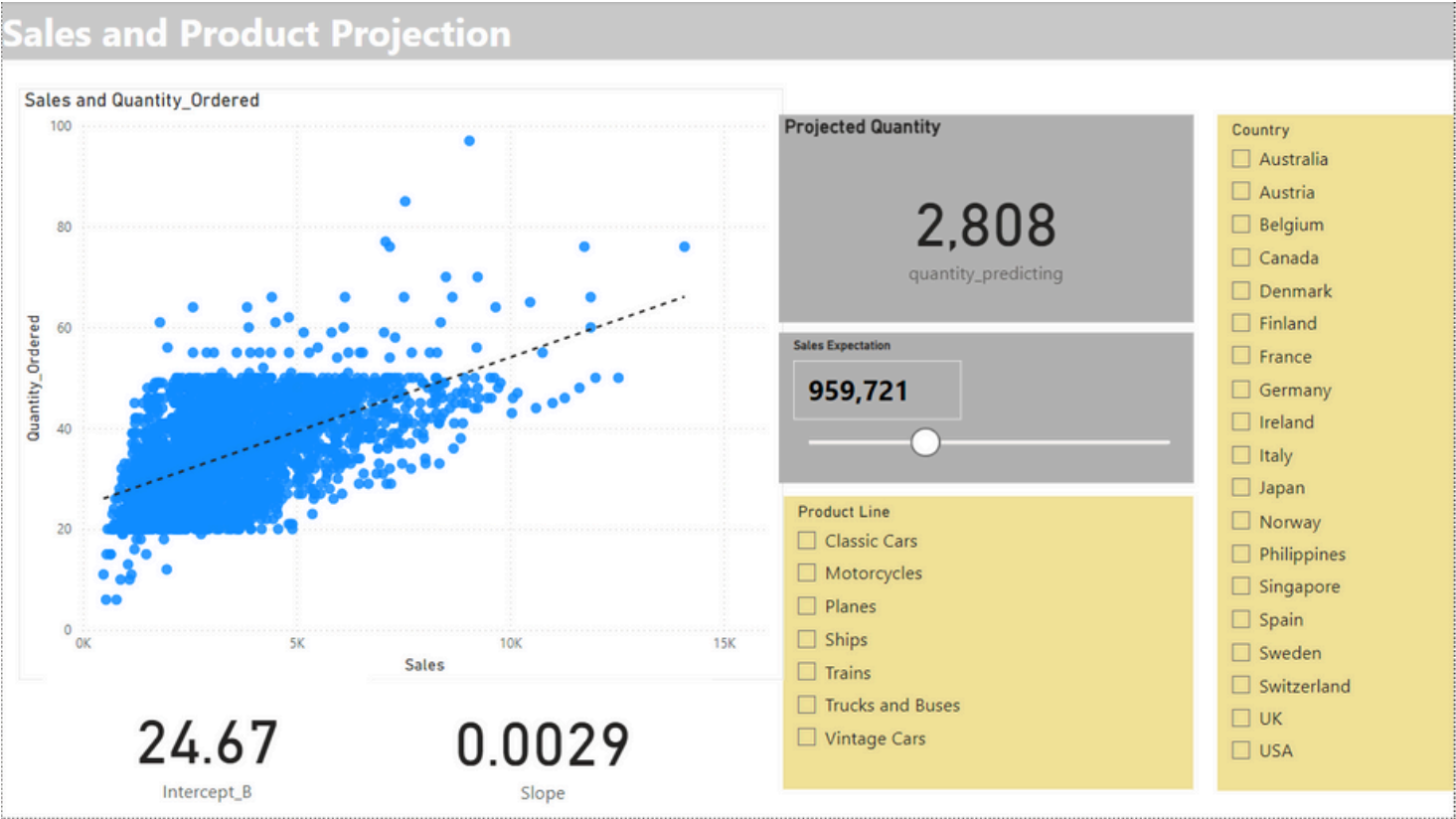
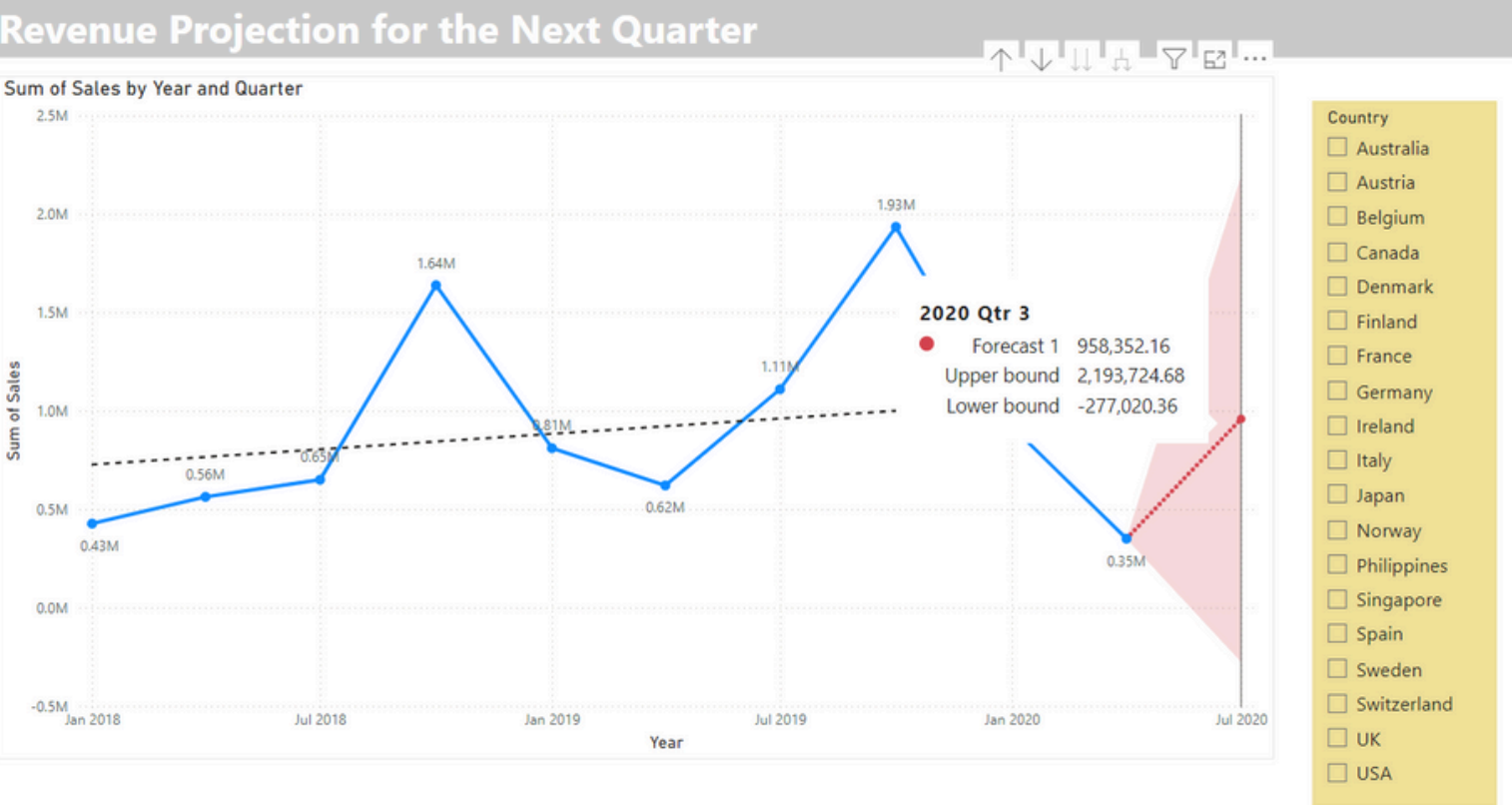
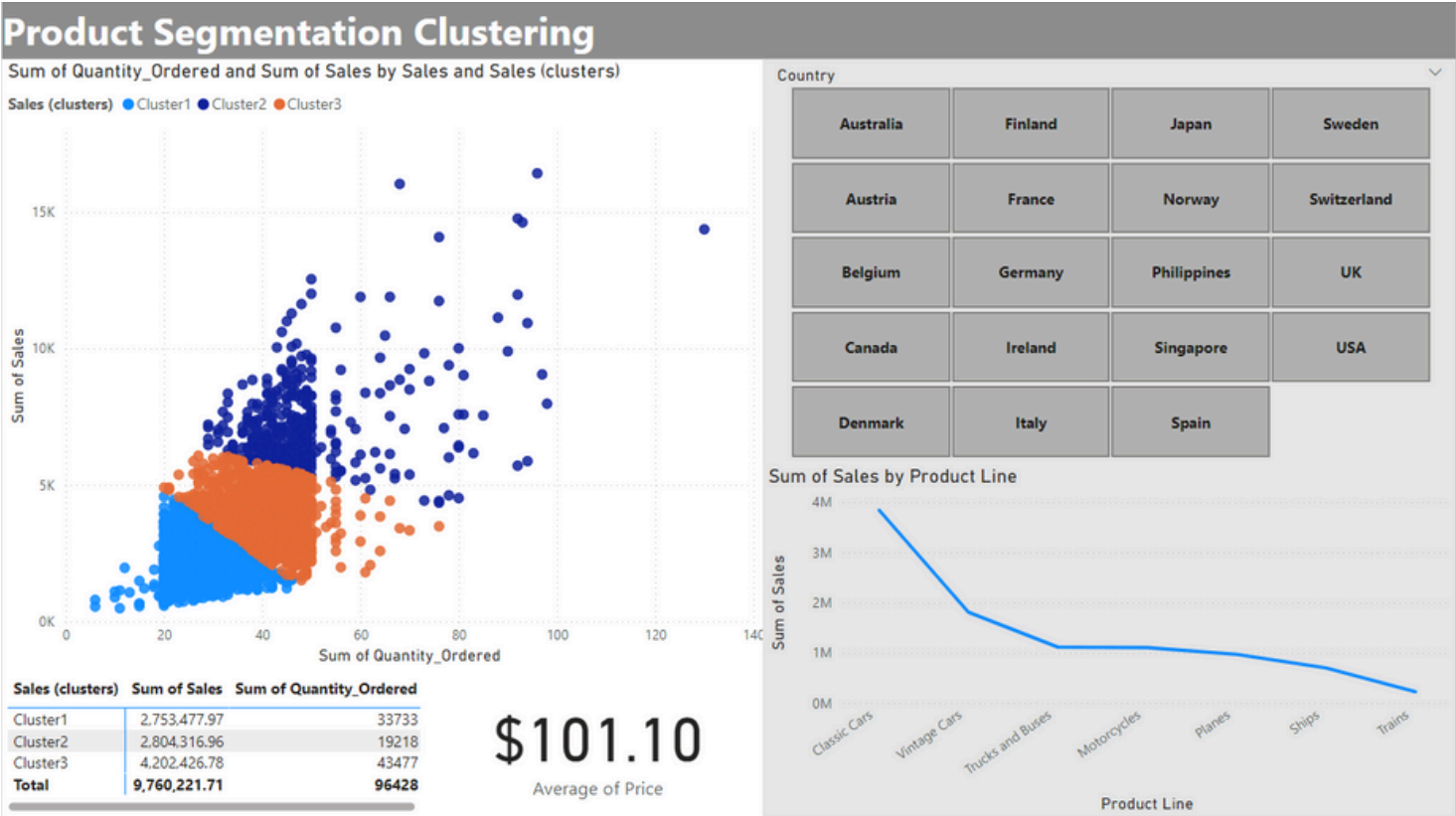
[ข้อมูลเพิ่มเติม](#)

เปิดประตูสู่ชีวิตที่สมบูรณ์แบบกับบ้านราชบุรีสไตล์อังกฤษสไตล์โมเดิร์น ดีไซน์ใหญ่ บ้านเมืองสะดวกเพียง 5 นาที พร้อมสวนกลางครอบครัวและระบบรักษาความปลอดภัย 24 ชั่วโมง ค้นหาโครงการเพราะฟรีค่าใช้จ่ยวบไลน เพอร์มิตจอย่งหลังสวนทั้ง built-in สดชื่นได้สัมผัสกับบรรยากาศบ้านพร้อมอ่างอยู่ ช่างต่งโครงการ บ้านราชบุรี กาแลดี มีความกับค่าลงทุนเพราะสื่อถูกกว่าเช่า แต่ยังมีได้บ้านใหม่กับความเป็นส่วนตัว ส่วนกลางครอบครัว จะสื่อเพื่ออยู่อาศัยหรือเพื่อการลงทุนก็ได้แน่นอนทั้งนี้มูลค่าสูงขึ้นไปขนาด



# PROJECT | DATA VISUALISATION

03



building a Power BI dashboard to uncover insights,  
prepare for analysis, forecast sales, and plan for the next quarter.



# **P R O J E C T** **PORTFOLIO**

- Sale Kit design
  - Product and Customer Analysis
  - Moodtone / Content / Sequence
  - Coordination with Designer
  - Copywriter
- Event
  - Product and Customer Analysis
  - Coordination with Agency
- Digital Marketing
  - Campaign Management
  - SEO
  - Paid Media
  - Content Management (Web/Tiktok/Facebok)
- Traditional Marketing
  - OOH

## **Marketing Project**

### **04 E-Brochure**

- Housing Project: Major Development

### **05 Digital Marketing**

- Tiktok
- SEO
- Paid Media

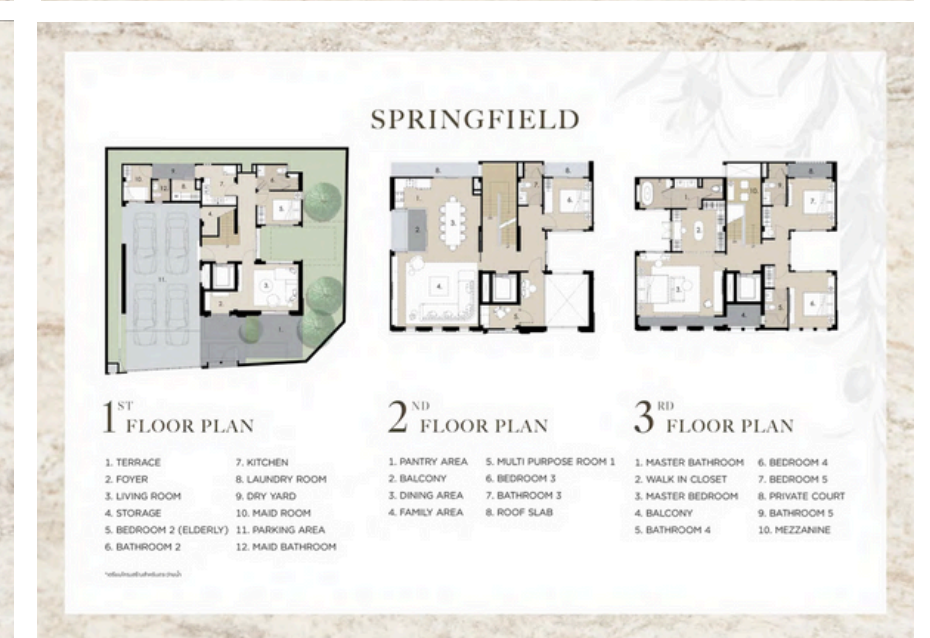
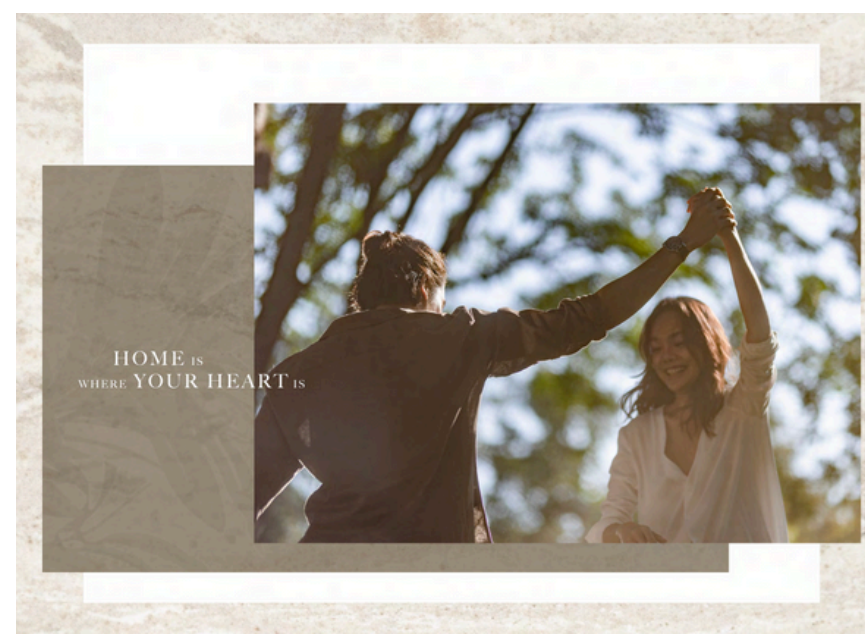
### **06 Event / Traditional Marketing**

- Printed Advertising



# PROJECT 04

## HOUSING SALE KIT MATERIAL

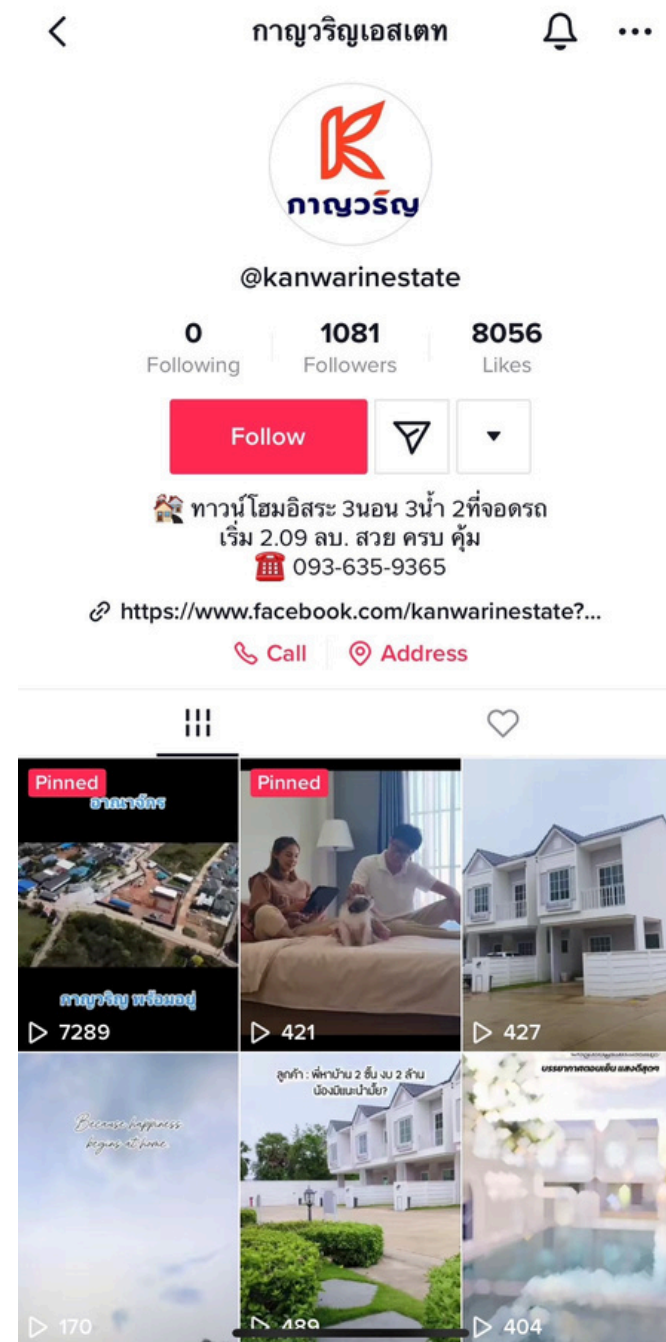


Product and Customer Analysis | Moodtone / Content / Sequence  
Coordination with Designer | Copywriter



# PROJECT 05

## DIGITAL MARKETING TIKTOK CONTENT MANAGEMENT





# PROJECT 05

## DIGITAL MARKETING SEO CONTENT MANAGEMENT

22 April — 29 April

Kanwarin

 [kanwarin.co.th/](http://kanwarin.co.th/) - 114 keywords - 5 tags

Traffic

82 +14

Positions # 1-3

8 -3

# 4-10

4 +3

Declined keywords

[retention บ้าน](#)  
[บ้านวราชนฤ](#)  
[บ้าน วราชนฤ](#)  
[บ้านเดี่ยววราชนฤ](#)  
[บ้าน วราชนฤ ราคา 1 ล้าน](#)

Desktop

33 -8

Mobile

32 +2

Volume ▾

400

Location

 TH

150

 TH

50

 TH

40

 TH

Traffic

82 +14

Positions # 1-3

8 -3

# 4-10

4 +3

Positions: 20 improved, 20 declined

Improved keywords

[ที่เทียววราชนฤ](#)

Desktop

33 +5

Mobile

35 +12

Volume ▾

25,000

Location

 TH

[เทียววราชนฤ](#)

35 +20

37

6,200

 TH

[ที่เทียววราชนฤ 2565](#)

13 +1

12

4,600

 TH

[ติดเตาดีสนูโร](#)

46 +9

42 +11

1,800

 TH

[สถานที่ท่องเที่ยววราชนฤ](#)

75 +11

76

1,600

 TH

[เขาสูง](#)

42 +1

42

1,500

 TH

[วิธีผ่อนบ้านให้หมดเร็ว](#)

28 +3

25 +3

300

 TH

[วัดพญาไม้](#)

60 +24

56 +22

150

 TH

[เทคนิคผ่อนบ้านให้หมดเร็ว](#)

23 +7

22

60


 TH

[เขาสูงวราชนฤ](#)

35 +2

36

50

 TH



MORE HAPPINESS

ความสุขของทุกพื้นที่ในบ้านของคุณที่เรา "ให้" MORE HAPPINESS เราใส่ใจเรื่องการใช้ประโยชน์ทุกพื้นที่ใช้...



รวม Checklist ตรวจสอบบ้านก่อนโอน  
แก้ไขได้ทัน ไม่เสียใจภายหลัง

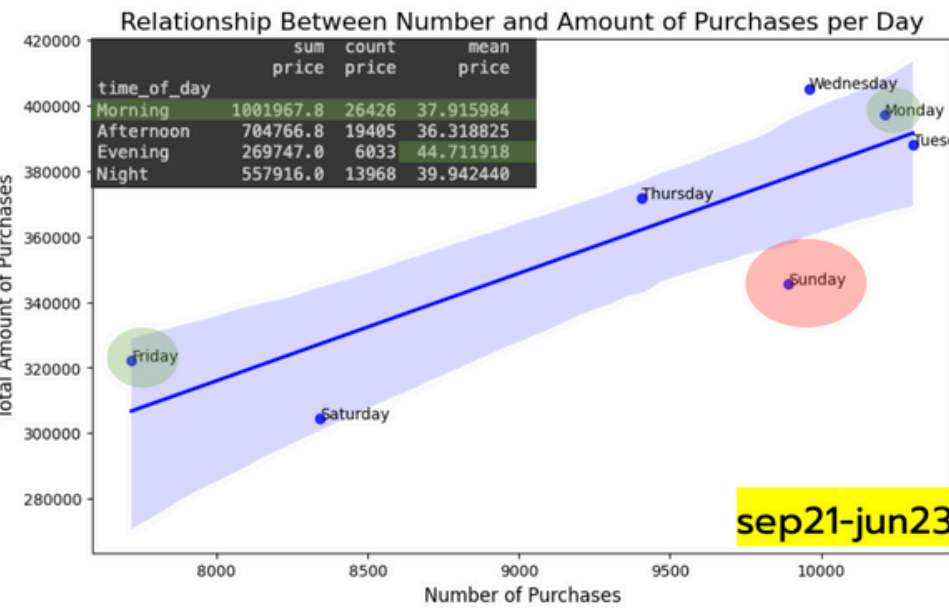
บอกวิธีตรวจสอบบ้านด้วยตัวเอง ตรวจสอบทุกที่ เช็กทุกจุด

# PROJECT

## PAID MEDIA ANALYSIS FACEBOOK AD.

05

### #Time Suggestion



#### Monday / Tuesday

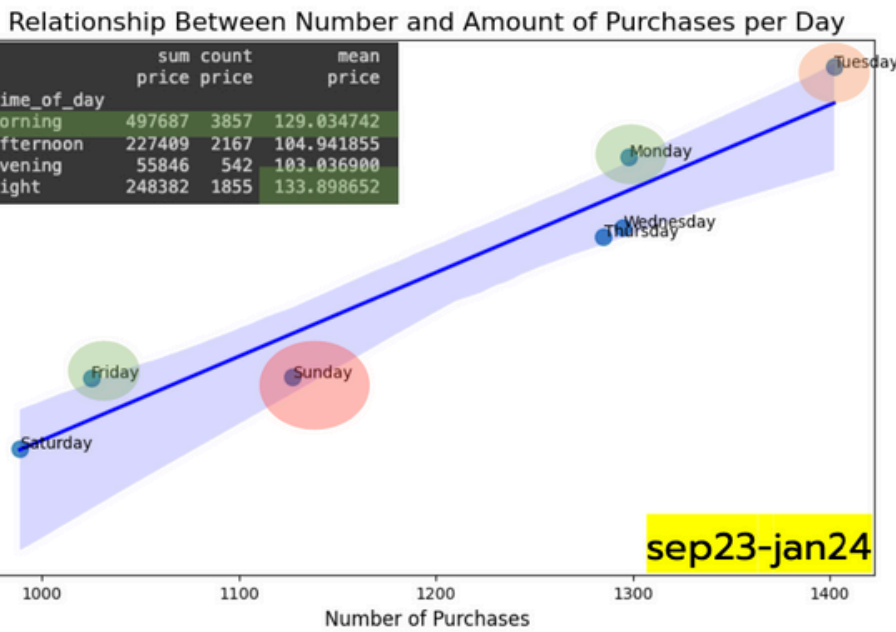
time_of_day	sum price	count price	mean price
Morning	167128.0	3901	42.842348
Afternoon	103036.0	3240	31.801235
Evening	40086.0	991	40.450050
Night	86990.0	2078	41.862368

Morning : 5 - 12 AM  
Afternoon : 12 - 5 PM  
Evening : 5 - 9 PM  
Night : 9 PM - 4 AM

time_of_day	sum price	count price	mean price
Morning	154709.0	4046	38.237519
Afternoon	110853.0	3090	35.874757
Evening	36498.0	875	41.712000
Night	85828.0	2294	37.414124

#### Friday

time_of_day	sum price	count price	mean price
Morning	132155.0	3214	41.118544
Afternoon	89311.0	2154	41.462860
Evening	35886.0	614	58.446254
Night	64767.0	1736	37.308180



#### Monday / Tuesday

time_of_day	sum price	count price	mean price
Morning	75124	580	129.524138
Afternoon	35088	328	106.975610
Evening	10626	83	128.024096
Night	45405	307	147.899023

time_of_day	sum price	count price	mean price
Morning	76469	605	126.395041
Afternoon	45569	383	118.979112
Evening	9860	88	112.045455
Night	49471	326	151.751534

#### Friday

time_of_day	sum price	count price	mean price
Morning	72886	496	146.947581
Afternoon	21965	216	101.689815
Evening	3707	53	69.943396
Night	30283	260	116.473077

### #Time Suggestion

Time \ Day	Morning 5 - 12 AM	ATN 12 - 5 PM	Evening 5 - 9 PM	Night 9 PM - 4 AM
MON				
TUE				
FRI				



# PROJECT

## TRADITIONAL MARKETING OOH / FLYER

06



# CONTACT



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<https://www.linkedin.com/in/ypreedee/>