



## **Cooperative Education Report**

### **Marketing Internship: Gaining Real Word Marketing Experience at The Beaumont Partnership**

Written by:

Nan Wine Pa Pa Kyaw Zin

6508000029

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**Siam University**

Title: Marketing Internship: Gaining Real-World Marketing Experience at The Beaumont Partnership

Written By: Nan Wine Pa Pa Kyaw Zin (6508000029)

Department: Bachelor of Business Administration Program in International Business Academic

Advisor: Ms. Hpoo Pwint Dahlia Maung

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2025.

Oral Presentation Committees



.....  
(Ms. Hpoo Pwint Dahlia Maung)  
Academic Advisor



.....  
(Mrs. Thalia Beaumont)  
BD and HR, The Beaumont Partnership  
Job Supervisor



.....  
(Mr. Sabbir Hossain)  
(Mr. Rashminda Attanayake)  
Cooperative Committee



.....  
(Asst Prof. Dr. Maruj Limpawattana)  
Assistant President and  
Director of Cooperative Education

## Abstract

|                      |                                                                     |
|----------------------|---------------------------------------------------------------------|
| <b>Project Title</b> | Gaining Real-World Marketing Experience at The Beaumont Partnership |
| <b>Author</b>        | Nan Wine Pa Pa Kyaw Zin                                             |
| <b>Advisor</b>       | Ms. Hpoo Pwint Dahlia Maung                                         |
| <b>Degree</b>        | Bachelor of Business Administration (International Program)         |
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This report presents my internship experience at The Beaumont Partnership (TBP), a leading multidisciplinary design consultancy in Bangkok, Thailand, where I worked as an Admin and Marketing Intern. My responsibilities included supporting administrative tasks, assisting in the Lighthouse Event and Annual Charity Golf Tournament, conducting marketing research for the Beaumont School vegetable farm, and developing marketing strategies for Kid D Art Lodge. Throughout the internship, I gained practical experience in administration, event coordination, marketing, and customer service while improving my communication, teamwork, organizational, and problem-solving skills. This internship allowed me to apply my academic knowledge in a professional environment and prepared me for my future career.

**Keywords:** Internship, Administration, Marketing, Event Coordination, Market Research, The Beaumont Partnership

## Acknowledgement

I would like to express my sincere gratitude to everyone who supported me throughout my internship and the completion of this report.

First and foremost, I would like to extend my deepest appreciation to my supervisor, **Khun Thalia**, for her invaluable guidance and continuous support during my internship at The Beaumont Partnership. She provided me with countless learning opportunities by involving me in various company events and real working environments. Through her mentorship, I was able to gain practical experiences beyond the classroom.

Khun Thalia not only taught me marketing skills but also guided me in developing strategic thinking and a professional mindset. She encouraged me to explore my interests and helped me better understand my strengths and career direction. Her advice on how to think, act, and live like a professional has had a significant impact on my personal growth.

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Finally, I would like to thank all the professors at Siam University and everyone at The Beaumont Partnership for providing a supportive and professional learning environment. This internship has been a meaningful experience that strengthened my knowledge, developed my professional skills, and prepared me for my future career. I sincerely appreciate everyone who contributed to making this internship a successful and rewarding experience.



## Table of Contents

### Chapter 1: Introduction

|                                                     |       |
|-----------------------------------------------------|-------|
| 1.1 Company profile.....                            | 10-16 |
| 1.1.1 The Beaumont Partnership's Mission.....       | 16    |
| 1.1.2 The Beaumont Partnership's Vision.....        | 16    |
| 1.1.3 The Beaumont Partnership's Strategies.....    | 16-17 |
| 1.1.4 Organizational Chart.....                     | 17    |
| 1.2 Job position of the intern.....                 | 18    |
| 1.2.1 Job position in the organizational chart..... | 19    |
| 1.2.2 Intention to choose the company.....          | 20    |
| 1.3 SWOT analysis.....                              | 20-24 |
| 1.4 Objective of the study.....                     | 25    |

### Chapter 2: Internship Activities

|                                             |       |
|---------------------------------------------|-------|
| 2.1 Job description.....                    | 26-28 |
| 2.2 Job responsibilities (in details) ..... | 29-36 |
| 2.3 Process diagram of work flow.....       | 37    |
| 2.4 Contribution as intern.....             | 38-39 |
| 2.5 Examples of special skills learnt.....  | 40-41 |

## **Chapter 3: Learning Process**

|                                                  |       |
|--------------------------------------------------|-------|
| 3.1 Problem faced/noticed during internship..... | 42-43 |
| 3.2 Mini Research.....                           | 44    |
| 3.2.1 Problem Statement.....                     | 45-46 |
| 3.2.2 Significance of the study.....             | 46    |
| 3.2.3 Literature Review.....                     | 47-48 |
| 3.2.4 Methodology.....                           | 49    |
| 3.2.5 Expected Result.....                       | 50    |

## **Chapter 4: Conclusion**

|                                         |       |
|-----------------------------------------|-------|
| 4.1 Conclusions.....                    | 51    |
| 4.2 Limitation of the study.....        | 52    |
| 4.3 Recommendation for the company..... | 53-54 |

## **Reference and supplementary documents:**

|                                    |       |
|------------------------------------|-------|
| i. Reference.....                  | 55-56 |
| ii. Appendix.....                  | 57-74 |
| iii. Team Engagement & Events..... | 75    |
| iv. Curriculum Vitae.....          | 76-77 |

## Figure List Page

|                                                                |    |
|----------------------------------------------------------------|----|
| Figure 1: The Beaumont Partnership Logo.....                   | 10 |
| Figure 2: Map of the company's location.....                   | 10 |
| Figure 3: Beaumont's Studio.....                               | 11 |
| Figure 4: Map of Ruam Pattana School.....                      | 13 |
| Figure 5: Ruam Pattana School.....                             | 13 |
| Figure 6: Kid D'Art Lodge.....                                 | 14 |
| Figure 7: Greenhouse.....                                      | 14 |
| Figure 8: Organizational Chart.....                            | 17 |
| Figure 9: Job position in the organizational chart.....        | 19 |
| Figure 10: Internship acceptance letter.....                   | 26 |
| Figure 11: Charity Golf Tournament.....                        | 30 |
| Figure 12: Students and Fresh vegetables from the school ..... | 34 |
| Figure 13: Process Diagram Workflow.....                       | 37 |
| Figure 14: Feedback from Thalia Beaumont.....                  | 67 |
| Figure 15: Golf event poster sent to sponsors .....            | 68 |
| Figure 16: Beaumont organizational chart.....                  | 69 |
| Figure 17: Photo Shoot at Ruam Pattana School .....            | 70 |
| Figure 18: Weekly fresh sheet.....                             | 71 |
| Figure 19: Planting Timeline.....                              | 72 |

|                                                 |    |
|-------------------------------------------------|----|
| Figure 20: Sample Restaurant list.....          | 73 |
| Figure 21: Weekly lunch and learn session.....  | 74 |
| Figure 22: Golf Event participants.....         | 75 |
| Figure 23: Curriculum Vitae (Page 1 of 2) ..... | 76 |
| Figure 24: Curriculum Vitae (Page 2 of 2) ..... | 77 |



## **Chapter1: Introduction**

### **1.1 Company Profile**



Figure 1: The Beaumont Partnership Logo

[399 Nang Linchi Road, Yannawa, Bangkok 10120](#)

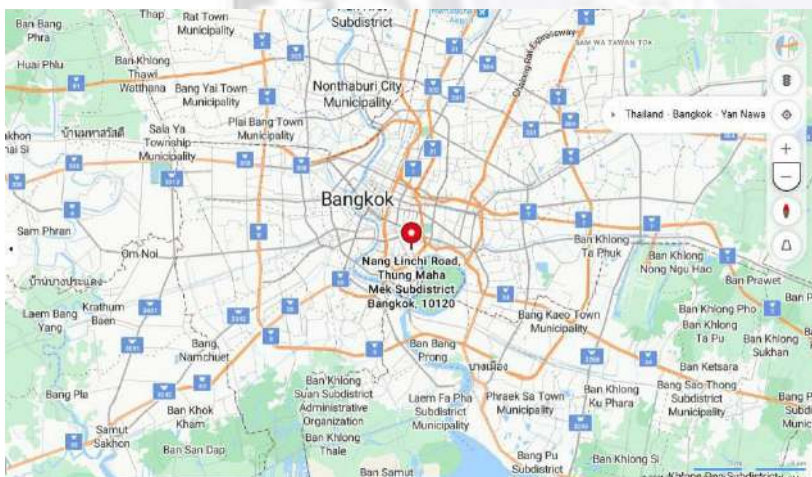


Figure 2: Map of the company's location



Figure 3: Beaumont's Studio

The Beaumont Partnership (TBP) is an award-winning multidisciplinary design consultancy headquartered in Bangkok, Thailand. Established in 1991 (formerly Woods Bagot Thailand) and rebranded in 2009, the company has over 30 years of experience in delivering innovative and sustainable design solutions across Thailand and the Asia-Pacific region.

TBP provides a wide range of professional services, including architecture, interior design and educational design. The company serves various sectors such as education, hospitality, residential, commercial, and healthcare. It is particularly recognized for its expertise in educational design, having completed numerous school projects throughout the region. The company is committed to delivering high-quality, client-focused solutions through collaboration, innovation, and professionalism. Its design approach emphasizes sustainability, functionality, and creativity while ensuring projects are completed on time and within budget. By maintaining international standards and building strong client relationships, The Beaumont Partnership has established itself as one of the leading design firms in the region.

**Four main services** provided by Beaumont are

#### Architecture

Focuses on designing functional and innovative buildings by understanding client needs, site conditions, and regulations, while ensuring projects are completed on time and within budget.

#### Interior Design

Creates modern and efficient interior spaces that combine functionality with aesthetic appeal, using sustainable materials and innovative concepts.

#### Landscape Architecture

Designs outdoor environments by considering environmental, social, and economic factors to create sustainable and user-friendly spaces.

#### Educational Design

Specializes in designing school environments that support learning, combining indoor and outdoor spaces and collaborating with educational experts.

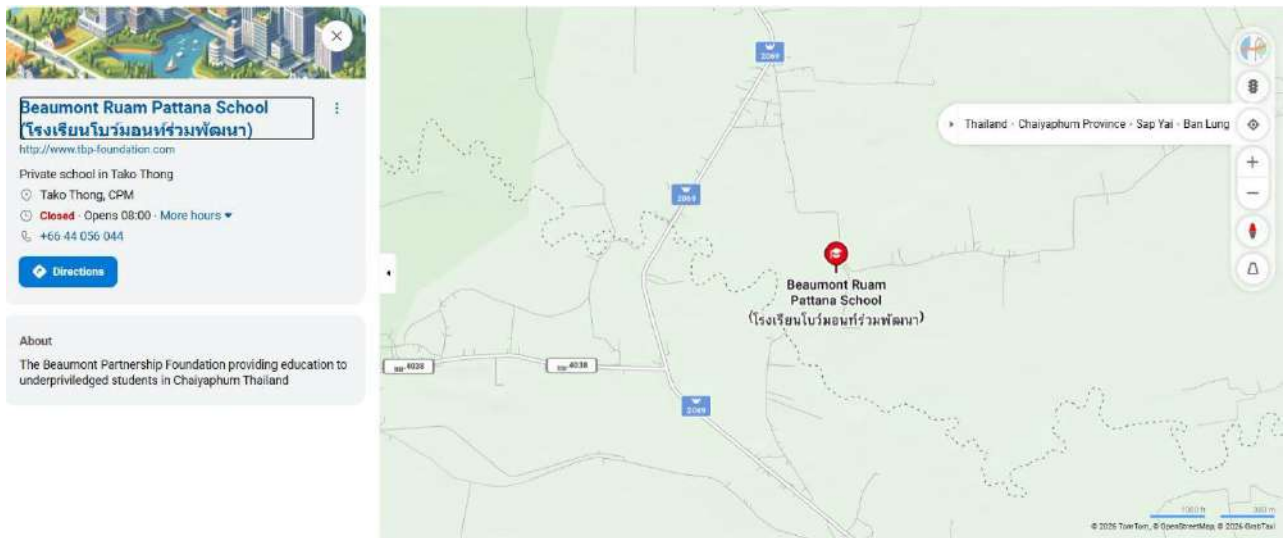


Figure 4: Map of location of Ruam Pattana School



Figure 5: Ruam Pattana School



Figure 6: Kid D'Art Lod



Figure 7: Greenhouse

In addition to its commercial activities, the company operates The Beaumont Partnership Foundation, a non-profit organization dedicated to improving educational opportunities for underprivileged children in Thailand. One of the foundation's main initiatives is Ruam Pattana School, located in Sap Yai District, Chaiyaphum Province. Established in 2013, the school provides free education, accommodation, meals, and healthcare to children from disadvantaged backgrounds. The foundation also organizes fundraising events and sustainable development projects to support the school's long-term operations.

To help generate sustainable income for the school, the foundation established Kid D Art Lodge, an accommodation located next to Ruam Pattana School. The lodge was originally built to provide accommodation for parents, consultants, volunteers, donors, and visitors who travel to the school. Surrounded by a peaceful natural environment and equipped with modern facilities, the lodge also welcomes tourists and educational groups. However, because it is located in a rural area away from the main community, public awareness of the lodge remains limited, making marketing an important factor in increasing its occupancy rate.

Another important project supported by the foundation is the Ruam Pattana School Vegetable Farm, which was established as a social enterprise to create an additional source of income for the school. The farm grows fresh vegetables, including cos lettuce, mini cos lettuce, and lettuce, which are intended to be supplied to restaurants and other customers. Revenue generated from the farm helps support the school's educational programs and daily operations. During my internship, I contributed to the marketing development of both Kid D Art Lodge and the vegetable farm by conducting market research, identifying target customers, and developing marketing strategies to increase awareness and sales.

During my internship at The Beaumont Partnership, I gained practical experience in administrative support, event coordination, and marketing while contributing to both the company's operations and the foundation's community development projects. These experiences allowed me to apply the

knowledge gained from my International Business Management program in a real working environment while developing valuable professional skills.

### **1.1.1 Mission of the company**

The Beaumont Partnership is committed to delivering innovative, sustainable, and high-quality design solutions that meet the needs of its clients while creating lasting value for communities. The company strives to combine creativity, functionality, and environmental responsibility in every project, particularly in the areas of architecture, interior design, landscape architecture, and educational design. In addition to its commercial projects, The Beaumont Partnership is dedicated to making a positive social impact through The Beaumont Partnership Foundation, which supports educational opportunities and community development for underprivileged children in Thailand

### **1.1.2 Vision of the company**

The vision of The Beaumont Partnership is to be a leading international design consultancy recognized for excellence, innovation, and sustainability in the built environment. The company aims to create inspiring spaces that improve the quality of life while making a positive contribution to society through responsible design, long-term client partnerships, and community development initiatives, particularly in the field of education.

### **1.1.3 Strategies of the company**

The Beaumont Partnership adopts a client-focused and innovation-driven strategy, emphasizing a deep understanding of client needs to deliver practical, creative, and high-quality design solutions. The company works through a collaborative, multidisciplinary approach to ensure well-integrated outcomes, while maintaining international standards, efficiency, and timely project delivery within

budget. It also prioritizes sustainability and social responsibility in all projects, alongside building strong, long-term client relationships based on trust, professionalism, and consistent service quality.

#### 1.1.4 The Beaumont Partnership Organization Chart

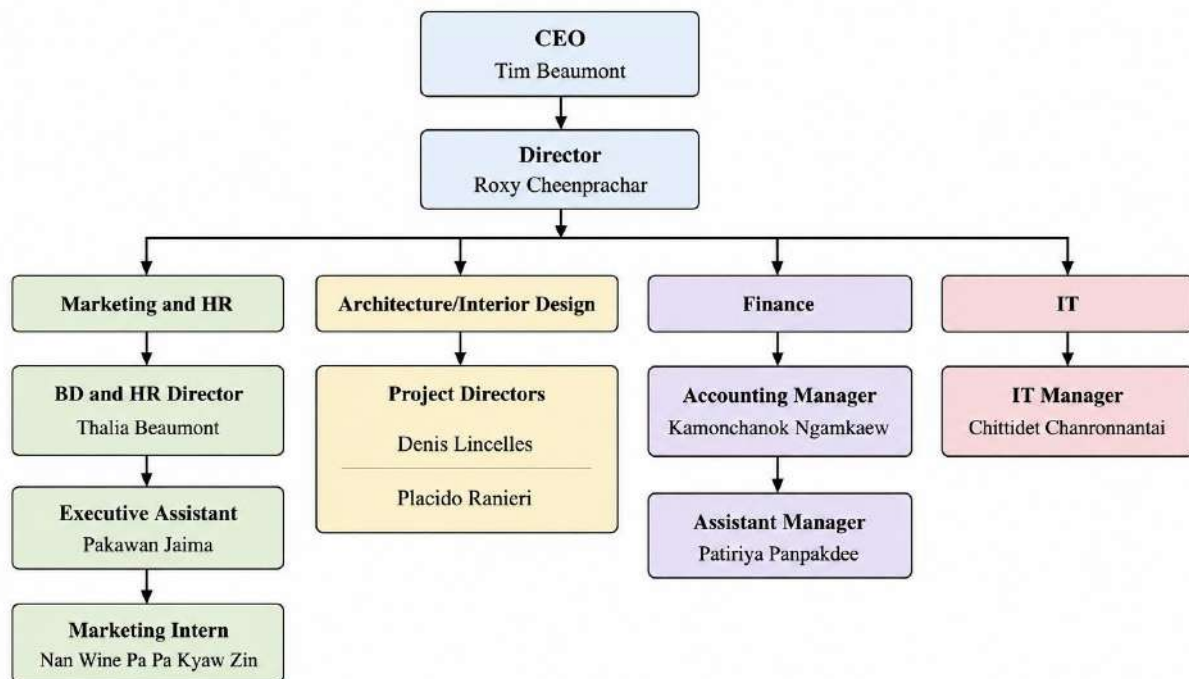
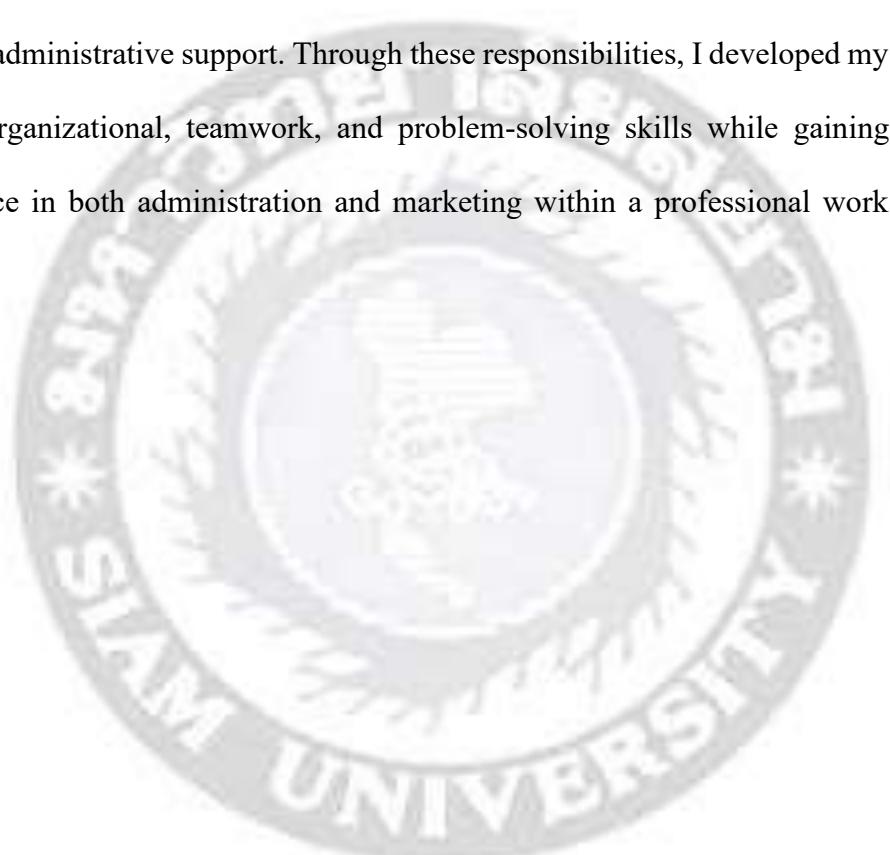


Figure 8: The Beaumont Partnership Organizational Chart

## 1.2 Job Position of the Intern

During my internship at The Beaumont Partnership, I worked as an **Admin and Marketing Intern**. My responsibilities included performing administrative tasks, coordinating daily office activities, and assisting with the organization of company events. I also supported the marketing team by helping promote **The Lodge**, conducting marketing research for the company's vegetable project, preparing documents, and providing general administrative support. Through these responsibilities, I developed my communication, organizational, teamwork, and problem-solving skills while gaining practical experience in both administration and marketing within a professional work environment.



### 1.2.1 Job Position in the organizational chart

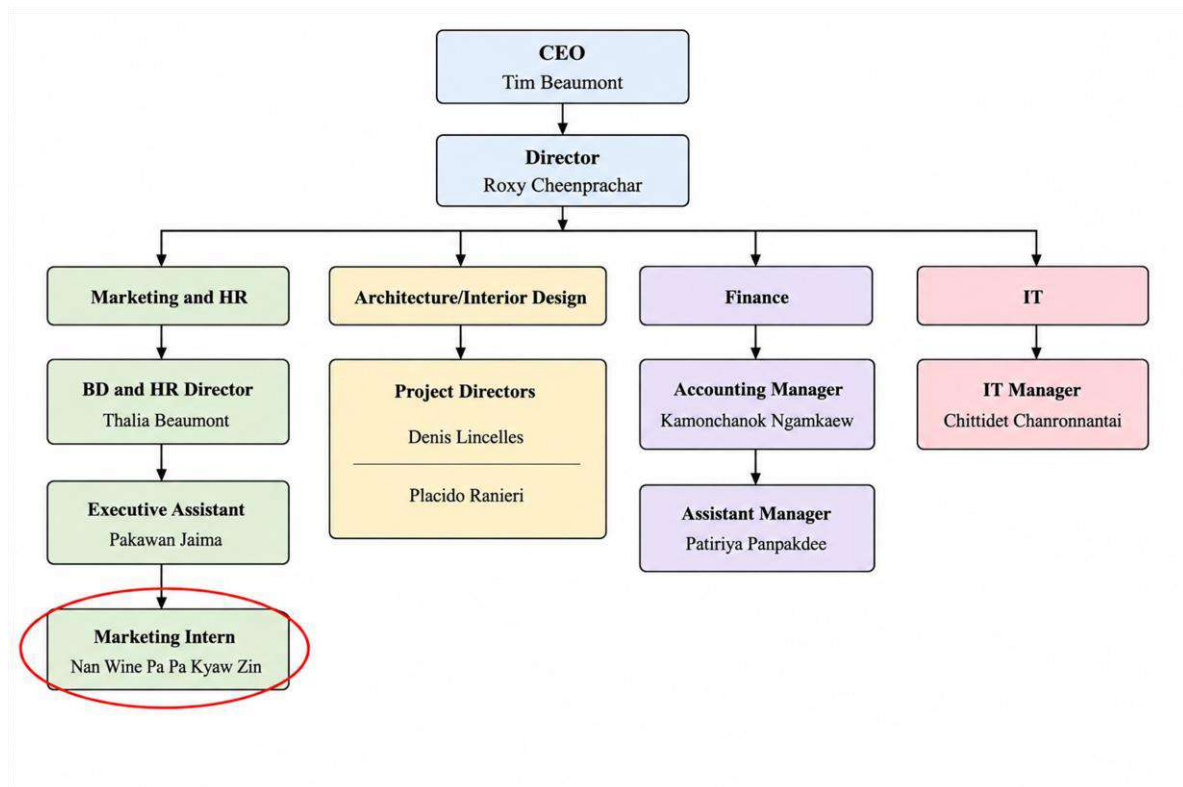


Figure 9. Job position in the Organization Chart

### **1.2.2 Intention to choose the company**

I chose The Beaumont Partnership because it is a well-established and reputable design consultancy with over 30 years of experience in architecture, interior design, and landscape architecture. The company is known for its innovative projects, professional work environment, and commitment to sustainability.

I also wanted to gain practical experience in administration and marketing while learning how a successful international design firm operates. This internship provided me with the opportunity to develop my communication, organizational, and teamwork skills, as well as gain valuable knowledge about business operations, client relations, and marketing strategies. I believed that working at The Beaumont Partnership would help prepare me for my future career and enhance my professional development.

### **1.3 SWOT analysis**

#### **Strengths**

The Beaumont Partnership has several key strengths that contribute to its long-term success and strong position within the architecture and design industry. With more than 30 years of experience, the company has established a solid reputation for delivering high-quality architectural, interior design, landscape architecture, and master planning services. Its extensive experience, particularly in educational and hospitality design, has enabled the company to successfully complete numerous projects for both local and international clients.

Another major strength is the company's recognition within the industry. The Beaumont Partnership has received several professional awards and is certified under ISO 9001:2015, demonstrating its

commitment to quality management, continuous improvement, and client satisfaction. This certification helps build confidence among clients by ensuring that projects are delivered according to internationally recognized quality standards.

The company is also recognized as one of Thailand's leading international design consultancies and is especially well known for its expertise in designing educational facilities. As one of the country's leading school designers, The Beaumont Partnership has developed many innovative learning environments that support students' academic and personal development. Its multidisciplinary team, consisting of experienced Thai and international architects, designers, and consultants, enables the company to provide integrated design solutions that meet clients' diverse needs.

In addition, The Beaumont Partnership maintains high ethical standards through its strict no-corruption policy, which strengthens trust and long-term relationships with clients, suppliers, and business partners. The company also places great importance on Corporate Social Responsibility (CSR) through The Beaumont Partnership Foundation, which supports Ruam Pattana School in Sap Yai District, Chaiyaphum Province. The foundation organizes fundraising events, such as the Annual Charity Golf Tournament, and develops projects including **Kid D Art Lodge** and the vegetable farm to generate income for the school. These initiatives demonstrate the company's commitment to creating a positive social impact while supporting educational opportunities for underprivileged children.

Finally, the company has built strong and long-lasting relationships with clients, consultants, contractors, suppliers, and other industry partners. These strong professional networks contribute to repeat business opportunities, successful project delivery, and the company's continued competitive advantage in the architecture and design industry. Together, these strengths enable The Beaumont Partnership to maintain its reputation as a trusted and respected design consultancy in Thailand and the Asia-Pacific region.

## **Weaknesses**

The Beaumont Partnership faces several internal challenges that may affect its operational efficiency and long-term growth. One of the main weaknesses is the difference in working styles and expectations between generations of employees. With both experienced senior staff and younger employees working together, there can sometimes be communication gaps and differences in following company policies and procedures. These differences may affect teamwork, consistency, and the smooth implementation of internal processes.

Another weakness is the company's reliance on traditional administrative methods. During my internship, I observed that many office processes, such as leave applications and document management, were completed manually using paper forms, physical signatures, and scanning documents. While these procedures were effective, they required additional time and effort and increased the possibility of human error. The limited use of digital systems and automation may reduce overall efficiency and slow down daily administrative operations.

The company also faces challenges related to employee workload. Some senior staff members are responsible for multiple functions and projects at the same time. For example, my supervisor managed human resources, business development, internship supervision, fundraising activities, and projects related to The Beaumont Partnership Foundation. Managing many responsibilities simultaneously can increase workload, reduce the time available for strategic planning, and make it more difficult to provide immediate support to employees and interns.

Employee retention is another challenge. Like many organizations, The Beaumont Partnership has experienced difficulties in retaining employees as many younger professionals place greater importance on work-life balance and career development opportunities. Higher staff turnover can lead to increased recruitment and training costs, as well as disruptions to project continuity.

Finally, although the company has remained successful overall, it experienced financial challenges during the COVID-19 pandemic, as many construction and design projects were delayed or postponed. While the company has recovered well, the pandemic highlighted the importance of adapting to changing market conditions and maintaining resilience during periods of economic uncertainty

## **Opportunities**

The Beaumont Partnership has several opportunities for future growth. By adopting advanced technologies and automation, the company can improve operational efficiency, streamline processes, and enhance staff productivity. Building on its strong reputation, the firm also has the potential to expand into new international markets and strengthen its presence across the Asia-Pacific region.

The company can further enhance its corporate social responsibility by expanding its educational and community development initiatives, strengthening both its brand and social impact. In addition, the growing demand for sustainable and environmentally responsible design presents opportunities to attract more clients, particularly in the education and hospitality sectors. Finally, diversifying its services into areas such as healthcare, commercial developments, and sustainable architecture would help broaden its client base and reduce reliance on a single market sector.

## **Threats**

The Beaumont Partnership faces several external challenges that could affect its future growth. Rapid technological advancements may allow competitors with more advanced digital tools and automation to gain a competitive advantage. High employee turnover also remains a challenge, as it can disrupt project continuity, increase recruitment costs, and affect client satisfaction.

In addition, economic uncertainty and fluctuations in Thailand's economy, particularly following the COVID-19 pandemic, may reduce client investment and delay new projects. The company must continue adapting to technological changes, market trends, and economic conditions to maintain its competitive position and long-term success.

#### **1.4 Objective of the study**

The primary objective of this internship study was to apply the knowledge and skills gained from the International Business Management program at Siam University in a professional working environment. Through my internship at The Beaumont Partnership, I aimed to gain practical experience by participating in real business operations and understanding how a multidisciplinary design consultancy manages its daily activities, projects, and client relationships. The internship also provided an opportunity to observe how The Beaumont Partnership Foundation supports educational and community development through various charitable initiatives.

Another objective of this study was to develop professional competencies in areas such as administrative support, event coordination, and marketing. Throughout the internship, I was involved in a variety of responsibilities, including supporting the Lighthouse Event and the Annual Charity Golf Tournament, assisting with daily administrative tasks, and contributing to marketing projects for Kid D Art Lodge and the vegetable farm. These experiences allowed me to improve my communication, teamwork, organizational, time management, and problem-solving skills while learning to work effectively in a professional environment.

In addition, this internship aimed to strengthen my understanding of marketing concepts by applying them to real business situations. Through conducting market research, identifying target audiences, developing marketing strategies, and creating content plans, I was able to connect the theories learned in the classroom with practical business applications. These projects enhanced my analytical thinking, creativity, and strategic planning abilities.

Finally, this internship study was intended to prepare me for my future career by exposing me to workplace expectations, professional ethics, and organizational culture. Under the guidance of my supervisor, I learned the importance of responsibility, initiative, adaptability, and continuous learning.

## Chapter 2: Internship Activities

### 2.1 Job description

#### Role: Admin and Marketing



Figure 10: Internship acceptance letter

As an Admin and Marketing Intern at The Beaumont Partnership, I was responsible for supporting the company's administrative operations, event coordination, and marketing activities under Thalia Beaumont (My supervisor). My main responsibilities included:

### **Event Coordination**

Managed the company's marketing email account and sent promotional emails to over 1,000 sponsors for the Golf Charity Event.

Prepared presentation slides for the charity auction and raffle ticket sales.

Organized and prepared golf shirts for event guests.

Assisted during the event by distributing golf shirts, selling raffle tickets and mulligans, and supporting the charity auction activities.

### **Administrative Support**

Assisted with daily office administration, including scanning and organizing staff leave applications.

Supported front office operations by answering telephone calls, notifying employees of incoming calls, welcoming visitors, and contacting staff members when guests arrived.

Prepared meeting rooms before meetings and assisted in locating office supplies and equipment when needed.

Helped organize the weekly **Lunch and Learn** program by preparing the meeting area and assisting suppliers who presented their products while providing lunch for company employees.

### **Marketing Project – Vegetable Farm**

Assisted in developing a marketing plan for the vegetable farm located beside Beaumont School, with the objective of increasing sales and generating funds to support the school's development.

## Marketing Project – Kid D Art Lodge

Assisted in creating a marketing plan for **Kid D Art Lodge**, a lodge located next to the school, with the goal of increasing brand awareness and attracting more visitors through promotional strategies.



## **2.2 Job Responsibilities (in details)**

### **Event Coordination – Lighthouse Event and Annual Charity Golf Tournament**

One of my main responsibilities during the internship was assisting with the company's event coordination. The Beaumont Partnership organizes two major annual events: the Lighthouse Event and the Annual Charity Golf Tournament.

The Lighthouse Event is held before the golf tournament and serves as a networking event for the company's clients, consultants, suppliers, and sponsors. It provides an opportunity for guests to strengthen business relationships while enjoying drinks and light refreshments in a relaxed setting. During this event, I assisted the office team with various preparation and coordination tasks to ensure everything ran smoothly.

Following the Lighthouse Event, I supported the Annual Charity Golf Tournament, which was held on 26 March. The event is organized annually to raise funds for Ruam Pattana School, a charitable school supported by The Beaumont Partnership Foundation. The tournament brings together clients, suppliers, sponsors, and business partners to support educational opportunities for underprivileged children.

As part of my responsibilities, I logged into the company's marketing email account and sent invitation and event information emails to more than 1,000 sponsors and business partners. I also prepared presentation slides for the charity auction and raffle ticket sales, organized golf shirts for participants, and ensured all materials were ready before the event.

On the day of the tournament, I assisted with guest registration by distributing golf shirts, sold raffle tickets and Mulligans to participants, and supported the charity auction throughout the event. Working on this event gave me valuable experience in event planning, customer service, communication, and teamwork.

The Annual Charity Golf Tournament was a great success, raising approximately THB 1.2 million for Ruam Pattana School. I was proud to contribute to an event that not only strengthened the company's relationships with its stakeholders but also supported educational opportunities and community development through fundraising.



Figure11: Golf Event

## **Administrative Support**

Throughout my internship, I was responsible for supporting the company's daily administrative operations. One of my regular tasks was assisting the Human Resources department with leave administration. Each day, I collected staff leave application forms from the HR Assistant and submitted them to the HR Director, Thalia Beaumont, who was also my internship supervisor, for approval and signature. After the forms were signed, I scanned the documents and sent the electronic copies back to the HR Assistant for record keeping.

This task helped me understand the importance of document management, accuracy, and confidentiality in administrative work.

Every morning, I attended a short meeting with my supervisor, where she assigned me daily tasks and explained I would be responsible for throughout the day. These meetings helped me organize my workload and understand the priorities of the office.

As part of my marketing responsibilities, I assisted in developing a marketing plan for the vegetable farm located beside Beaumont School. In addition, I supported the Front of House operations by working at the reception area. My responsibilities included welcoming visitors, answering incoming telephone calls, notifying employees when they had phone calls, and contacting staff members when their guests arrived. This role allowed me to interact professionally with clients, suppliers, and visitors while improving my communication and customer service skills.

I also assisted in preparing meeting rooms before internal and external meetings by arranging the seating, checking presentation equipment, and ensuring the room was ready before participants arrived. Whenever needed, I helped staff locate office supplies and equipment to support the smooth operation of daily activities.

Every Wednesday, I assisted with the company's Lunch and Learn program. This weekly activity invited suppliers and business partners to present their latest products, materials, or industry knowledge to the company's employees during lunchtime. My responsibilities included preparing the meeting room, arranging lunch for employees and guests, welcoming the presenters, and ensuring the session ran smoothly. Through this activity, I observed how the company encouraged continuous learning, strengthened relationships with suppliers, and kept employees updated on new products and innovations in the architecture and design industry.

These daily administrative responsibilities enhanced my organizational, communication, multitasking, and time management skills while providing valuable experience in supporting the operations of a professional design consultancy.



## **Marketing Project – Vegetable Farm**

The Ruam Pattana School Vegetable Farm is a social enterprise established by The Beaumont Partnership Foundation to support the school's long-term sustainability. Located beside Ruam Pattana School in Sap Yai District, Chaiyaphum Province, the farm grows a variety of fresh vegetables using sustainable farming practices. The main objective of the farm is to generate additional income to support the school's operations, educational programs, and the welfare of its students. By selling fresh produce to restaurants, businesses, and other customers, the farm helps reduce the school's dependence on donations while creating a sustainable source of funding.

The farm grows a variety of fresh vegetables, including cos lettuce, mini cos lettuce, and lettuce, with the objective of generating additional income to support the school's development and activities.

Since the farm did not have a regular market or an established customer base, I worked closely with the Executive Assistant to conduct market research and identify potential sales opportunities. My responsibilities included researching suitable selling prices by comparing market prices and identifying potential customers, particularly restaurants that may be interested in purchasing fresh produce.

I compiled a database of approximately 100 restaurants, collecting information such as the restaurant name, location, email address, and telephone number. This database was created to support future marketing activities and direct communication with potential customers. In addition, I prepared contact lists and marketing materials for email campaigns to introduce the vegetable farm and its products to prospective buyers.

As part of the marketing plan, I also researched seasonal planting schedules to determine which vegetables should be grown during different seasons and developed a planting timeline to support

production planning. Furthermore, I created a Weekly Fresh Sheet, which listed the vegetables available each week along with their prices. This document was designed to help restaurants and potential customers easily view the available products and place orders.

Through this project, I gained practical experience in market research, customer identification, database management, product planning, and marketing strategy development. I also learned the importance of understanding seasonal production, identifying target markets, and developing effective marketing tools to increase product awareness and sales while supporting the sustainable development of Ruam Pattana School.



Figure 12: Students with fresh from Beaumont's School

## **Marketing Project – Kid D Art Lodge**

As part of my internship, I worked on a marketing project for Kid D Art Lodge, a lodge located next to Ruam Pattana School in Chaiyaphum Province. The objective of this project was to increase the lodge's brand awareness and attract more visitors through effective marketing strategies.

I worked closely with another intern on this project. While my partner focused on researching the project budget, I was responsible for developing the marketing plan. During my research, I found that although the lodge has modern facilities, comfortable accommodation, and a peaceful natural environment, it has a low occupancy rate because it is located in a rural area away from the main community. In addition, many potential customers are unaware of the lodge because of its limited marketing activities.

To better understand the lodge and develop a suitable marketing plan, my supervisor, Ms. Thalia Beaumont, arranged for me to visit Ruam Pattana School and Kid D Art Lodge in Chaiyaphum for three days. The purpose of the trip was to observe the facilities, understand the surrounding environment, and collect photos and content that could be used for marketing materials.

However, during the visit, I was also assigned several additional responsibilities for the school. I was asked to take portrait photographs of approximately 200 students and 40 staff members, as well as class group photographs for every class. These tasks were a priority and required a significant amount of time to complete. As a result, I had limited time to gather marketing content and promotional photos for Kid D Art Lodge as originally planned.

Despite this challenge, I completed my market research by identifying the lodge's target audience, including parents visiting the school, business visitors, consultants, educational groups, and travelers looking for a peaceful place to stay. Based on my findings, I developed two main marketing strategies.

The first strategy focused on social media marketing. I proposed creating regular content for Facebook and Instagram and developed a content calendar that included accommodation highlights, guest experiences, school activities, and nearby attractions to increase the lodge's online presence.

The second strategy focused on building partnerships with educational institutions. I researched and compiled a database of international schools and universities, including their contact information, to support future CSR visits, educational camps, study tours, and volunteer programs. These partnerships would help introduce more visitors to Kid D Art Lodge while supporting the educational mission of Ruam Pattana School.

Although I was unable to collect as much promotional content as I had originally planned due to my additional responsibilities at the school, the experience taught me how to adapt to changing priorities, manage my time effectively, and remain flexible in a professional working environment. Through this project, I strengthened my skills in market research, strategic planning, digital marketing, communication, and teamwork while applying the marketing knowledge I learned at university to a real business project.

### 2.3 Process diagram of work flow

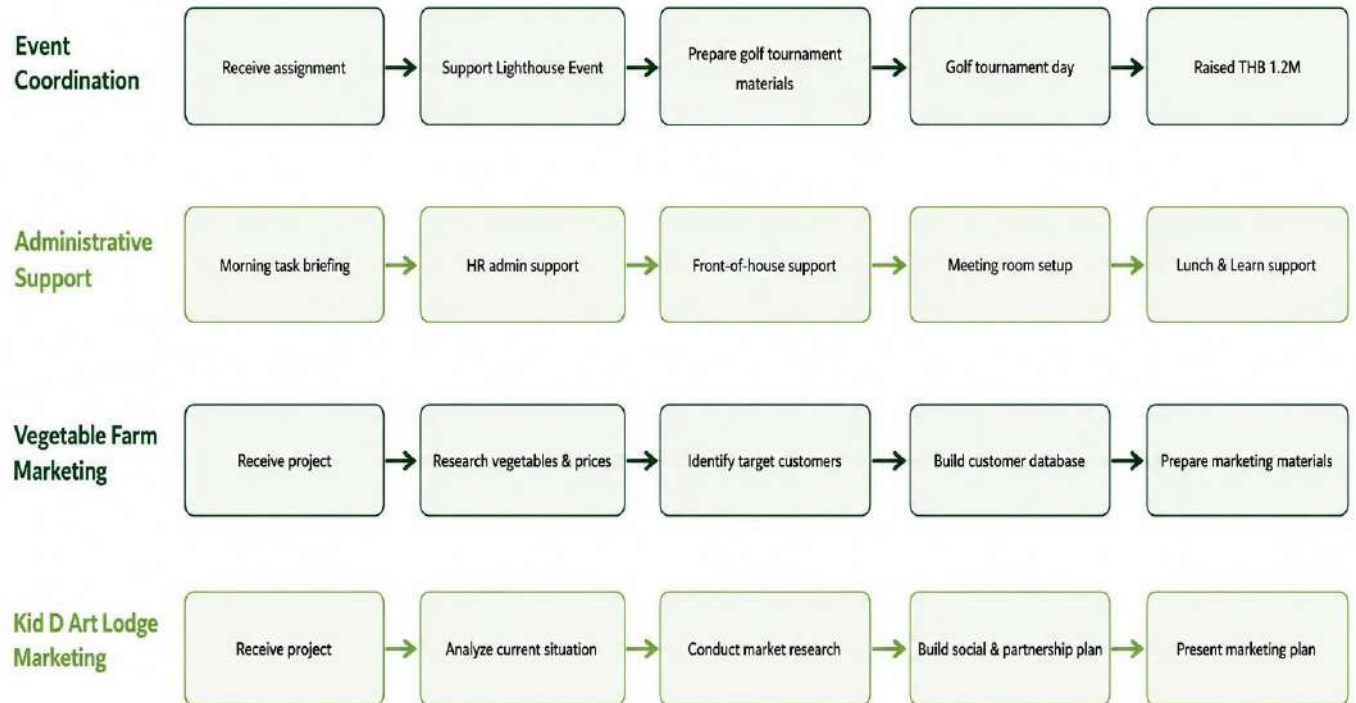


Figure 13: Process diagram

## **2.4 Contribution as intern**

During my internship at The Beaumont Partnership, I contributed to the company's administrative, marketing, and event management activities by supporting daily operations and assisting with special projects.

One of my major contributions was assisting in the organization of the Lighthouse Event and the Annual Charity Golf Tournament. I managed the company's marketing email account to send event invitations to more than 1,000 sponsors and business partners, prepared presentation slides for the charity auction and raffle ticket sales, organized golf shirts for participants, and supported event operations by distributing shirts, selling raffle tickets and Mulligans, and assisting with the charity auction. The event successfully raised approximately THB 1.2 million to support Ruam Pattana School.

I also contributed to the company's daily administrative operations by assisting with HR documentation, scanning and organizing leave applications, supporting front office activities, preparing meeting rooms, and helping coordinate the weekly Lunch and Learn program for employees and supplier

In addition, I participated in two marketing projects. I conducted market research for the vegetable farm beside Beaumont School by identifying potential restaurant customers, researching market prices, and compiling a database of approximately 100 restaurants for future marketing campaigns. I also helped develop a marketing plan for Kid D Art Lodge, where I researched the target market,

proposed social media marketing strategies, and created a content calendar to increase brand awareness and attract more visitors.

Through these contributions, I supported the company's daily operations while applying my academic knowledge in a real business environment. The internship also allowed me to develop practical skills in administration, marketing, event management, communication, teamwork, and problem-solving.



## **2.5 Examples of special skills learnt**

During my internship at The Beaumont Partnership, I developed several valuable skills through practical experience. One of the most important skills I learned was event coordination. By assisting with the Lighthouse Event and the Annual Charity Golf Tournament, I learned how to prepare event materials, communicate with sponsors, support guest registration, and work efficiently under time pressure. Seeing the event successfully raise THB 1.2 million for Ruam Pattana School made me realize the importance of teamwork and careful planning.

I also strengthened my administrative and organizational skills through my daily responsibilities. Processing leave applications, scanning documents, preparing meeting rooms, and supporting front office operations taught me the importance of accuracy, confidentiality, and time management. These tasks helped me become more organized and responsible in a professional office environment.

Another important skill I developed was marketing research and planning. Through the vegetable farm and Kid D Art Lodge projects, I learned how to identify target markets, analyze customer needs, research competitors, and develop marketing strategies. I also gained hands-on experience in creating a social media content calendar and identifying potential partnership opportunities with schools and universities for CSR programs. These experiences allowed me to apply the marketing knowledge I learned at university to real business situations.

My internship also improved my communication and interpersonal skills. Working at the front desk and communicating with colleagues, clients, suppliers, and visitors helped me become more confident

in speaking professionally and providing good customer service. I also learned how to work effectively with people from different backgrounds and departments.

One of the most valuable lessons I gained during my internship was a change in my professional mindset. Through the guidance of my supervisor, Ms. Thalia Beaumont, I learned to approach my work with greater responsibility, independence, and attention to detail. She encouraged me to think critically, take initiative, and find solutions before asking for assistance. Observing her manage multiple responsibilities, including human resources, business development, fundraising, and school projects, showed me the importance of dedication, professionalism, and effective leadership. Her guidance inspired me to become more proactive, confident, and resilient when facing challenges. This experience not only improved my working skills but also changed the way I think about responsibility, continuous learning, and personal growth in a professional environment. Finally, I developed problem-solving and independent working skills. Since my supervisor had many responsibilities and was not always available, I often needed to research information, think critically, and prepare possible solutions before discussing them with her. This experience increased my confidence, initiative, and ability to work independently while still knowing when to seek guidance.

## **Chapter 3: Learning Process**

### **3.1 Problem faced/noticed during internship**

During my internship at The Beaumont Partnership, I encountered several challenges that helped me develop both professionally and personally.

#### **Balancing Multiple Responsibilities**

One of the main challenges I faced was managing several tasks at the same time. Besides supporting daily administrative work, I was also involved in event coordination, front office duties, and marketing projects. During busy periods, especially before the Annual Charity Golf Tournament, I had to prioritize my tasks carefully to meet deadlines. To overcome this challenge, I created daily task lists, prioritized urgent assignments, and communicated regularly with my supervisor regarding deadlines. This improved my time management and organizational skills.

#### **Limited Guidance Due to Supervisor's Busy Schedule**

My supervisor managed several responsibilities, including human resources, business development, fundraising, and internship supervision. Because of her busy schedule, she was not always available to provide immediate guidance. I learned to become more independent by conducting my own research, preparing possible solutions, and discussing my ideas with my supervisor when she was available. This improved my confidence, critical thinking, and problem-solving skills.

### **Difficulty Collecting Information for Marketing Projects**

While working on the Vegetable Farm and Kid D Art Lodge marketing projects, I sometimes found it difficult to obtain complete and up-to-date information. Some data, such as harvesting schedules, product availability, and operational details, were not immediately accessible. I gathered information from available company documents, communicated with staff members, conducted additional online research, and used reliable secondary sources to prepare suitable marketing recommendations.

### **Limited Time to Collect Marketing Content**

During my three-day visit to Ruam Pattana School, I planned to collect photos and promotional content for Kid D Art Lodge. However, I was assigned additional responsibilities, including photographing approximately 200 students, 40 staff members, and class groups. I adjusted my priorities by completing the school's photography assignment first and then focused on collecting the most important information for the marketing project. I relied more on market research and strategic planning to complete my marketing proposal.

Overall, these challenges strengthened my adaptability, communication, time management, and independent working skills. They also taught me how to solve problems professionally while maintaining the quality of my work.

### 3.2 Mini Research

As part of my internship at The Beaumont Partnership, I participated in a marketing project for Kid D Art Lodge, an accommodation located beside Ruam Pattana School in Chaiyaphum Province. During this project, I was responsible for conducting market research, identifying the target audience, developing social media marketing strategies, and creating a content calendar to increase the lodge's brand awareness.

Through my involvement in this project, I observed that Kid D Art Lodge has good facilities and a peaceful environment, but it receives relatively few visitors because of its remote location and limited marketing activities. Many potential customers, including parents, consultants, volunteers, and tourists, are unaware of the lodge and its services. This situation highlighted the need for a more effective marketing strategy to increase public awareness and attract more guests.

Based on my internship experience, I selected "Marketing Strategies to Increase Brand Awareness for Kid D Art Lodge" as the topic of my mini research. This study applies marketing concepts learned during my International Business Management program to analyze the current marketing situation and recommend practical strategies that could improve the lodge's visibility and occupancy. The research also demonstrates how academic knowledge can be applied to solve real business challenges while supporting the long-term sustainability of the lodge and its contribution to Ruam Pattana School.

### 3.2.1 Problem Statement

Kid D Art Lodge is an accommodation located beside Ruam Pattana School in Sap Yai District, Chaiyaphum Province, Thailand. The lodge was established by The Beaumont Partnership Foundation to provide accommodation for parents, consultants, volunteers, donors, and visitors who travel to the school. It also serves guests who participate in school activities, community projects, and educational programs.

Although Kid D Art Lodge offers a peaceful environment, comfortable facilities, and convenient access to the school, it has experienced a relatively low occupancy rate. During my internship at The Beaumont Partnership, I found that one of the main reasons for this problem was the lodge's limited marketing activities. Since the lodge is located in a rural area away from the city center, it does not receive many walk-in customers. In addition, the lodge has very little online presence and many potential customers are unaware that it exists.

As part of my internship responsibilities, I was assigned to work on a marketing project for Kid D Art Lodge. During this project, I observed that there was no structured digital marketing strategy, no regular content plan for social media, and limited promotional activities to reach potential customers. Without effective marketing communication, the lodge could not fully utilize its facilities or attract new visitors.

Therefore, this mini research focuses on identifying suitable marketing strategies to increase the brand awareness of Kid D Art Lodge. By improving its visibility through digital marketing and identifying the appropriate target audience, the lodge has the potential to increase its occupancy rate and generate additional revenue to support the school's development.

### **3.2.2 Significance of the study**

This study is significant because it provides practical recommendations that may help Kid D Art Lodge improve its marketing performance and increase public awareness. As tourism and hospitality businesses continue to rely heavily on digital marketing, developing effective promotional strategies has become essential for attracting customers and maintaining competitiveness.

For Kid D Art Lodge, increasing brand awareness may lead to higher occupancy rates, greater customer engagement, and additional income that can support the activities of Ruam Pattana School. The recommendations from this research may also help The Beaumont Partnership improve future marketing efforts for similar hospitality projects.

From an academic perspective, this research allowed me to apply the knowledge gained from my International Business Management studies, particularly in marketing, consumer behavior, and digital marketing. Conducting this research also strengthened my research, analytical thinking, communication, and problem-solving skills by allowing me to solve a real business problem in a professional working environment.

Furthermore, this study demonstrates how marketing strategies can contribute not only to business success but also to community development, since the revenue generated by the lodge helps support educational opportunities for underprivileged students.

### **3.2.3 Literature Review**

The hospitality industry has increasingly adopted digital marketing to improve brand awareness and attract customers. Previous research suggests that social media marketing, content marketing, and market segmentation play important roles in increasing customer engagement and influencing accommodation booking decisions.

Leung, Bai, and Stahura (2015) examined the use of social media marketing in the hotel industry. Their study found that social media platforms enable hotels to communicate directly with customers, promote their services, and strengthen brand awareness. The researchers concluded that consistent interaction with customers through social media can increase customer trust and positively influence booking decisions. These findings suggest that Kid D Art Lodge could benefit from maintaining active Facebook and Instagram pages with regular promotional content.

Research by Xiang and Gretzel (2010) explored how travelers search for tourism information online. The study found that online media, including websites, social media, and user-generated content, have become major sources of information when travelers choose accommodation. The authors concluded that businesses with a strong online presence are more likely to attract potential customers. This highlights the importance of improving Kid D Art Lodge's digital visibility through online marketing and social media.

Content marketing has also been recognized as an effective strategy for increasing customer engagement. Chaffey and Ellis-Chadwick (2022) explained that businesses that publish valuable,

relevant, and consistent content are more successful in building customer relationships and strengthening their online presence. They also emphasized that using a content calendar helps organizations maintain regular communication with their target audience. These recommendations support the development of a structured three-month content calendar for Kid D Art Lodge.

Market segmentation is another key factor in developing successful marketing strategies. Kotler and Keller (2022) stated that organizations should identify specific customer groups before designing marketing activities. By understanding customers' needs and behaviors, businesses can create more effective promotional campaigns. For Kid D Art Lodge, the most suitable target markets include parents visiting Ruam Pattana School, volunteers, consultants, educational institutions, university students participating in CSR activities, and tourists seeking a peaceful countryside experience.

Although previous studies have demonstrated that digital marketing, social media marketing, content marketing, and market segmentation are effective strategies for increasing brand awareness in the hospitality industry, most of the research has focused on commercial hotels and tourism businesses. Limited studies have examined small rural accommodation businesses operated by non-profit organizations such as Kid D Art Lodge. Therefore, this study applies these marketing concepts to recommend practical marketing strategies that can increase the lodge's brand awareness, improve occupancy rates, and support the long-term sustainability of Ruam Pattana School.

### **3.2.4 Methodology**

This research adopted a qualitative approach using secondary research and market analysis conducted during my internship at The Beaumont Partnership.

The data were collected from several sources, including company documents, competitor websites, online booking platforms, social media pages, and digital marketing resources.

Additional information was obtained through discussions with my internship supervisor and colleagues who were involved in the Kid D Art Lodge project.

The collected information was analyzed to understand the lodge's current marketing situation, identify its strengths and weaknesses, determine the most suitable target market, and develop appropriate marketing strategies.

Based on the analysis, marketing recommendations were developed, including social media promotion, content planning, target audience identification, and online marketing channels to improve the lodge's visibility.

### **3.2.5 Expected Result**

It is expected that the proposed marketing strategies will significantly improve the brand awareness of Kid D Art Lodge among its target customers.

By implementing regular social media marketing, creating engaging content, and promoting the lodge through online platforms, more people will become aware of its services and facilities.

Increased visibility is expected to attract more visitors, improve occupancy rates, and generate additional revenue.

The research also recommends creating partnerships with schools, educational organizations, travel agencies, and local tourism networks to expand the lodge's customer base. Developing promotional packages for parents, volunteers, consultants, and educational groups may also increase repeat visits. Overall, this research is expected to provide practical recommendations that support the long-term marketing development of Kid D Art Lodge while contributing to the sustainability of Ruam Pattana School through increased income from accommodation services.

## **Chapter 4**

### **4.1 Conclusions**

My internship at The Beaumont Partnership was a valuable and rewarding experience that allowed me to apply the knowledge and skills I gained from my International Business Management program in a real working environment. Throughout the internship, I had the opportunity to work on a variety of projects, including event coordination, administrative support, and marketing projects for Kid D Art Lodge and the vegetable farm, while also supporting the activities of The Beaumont Partnership Foundation.

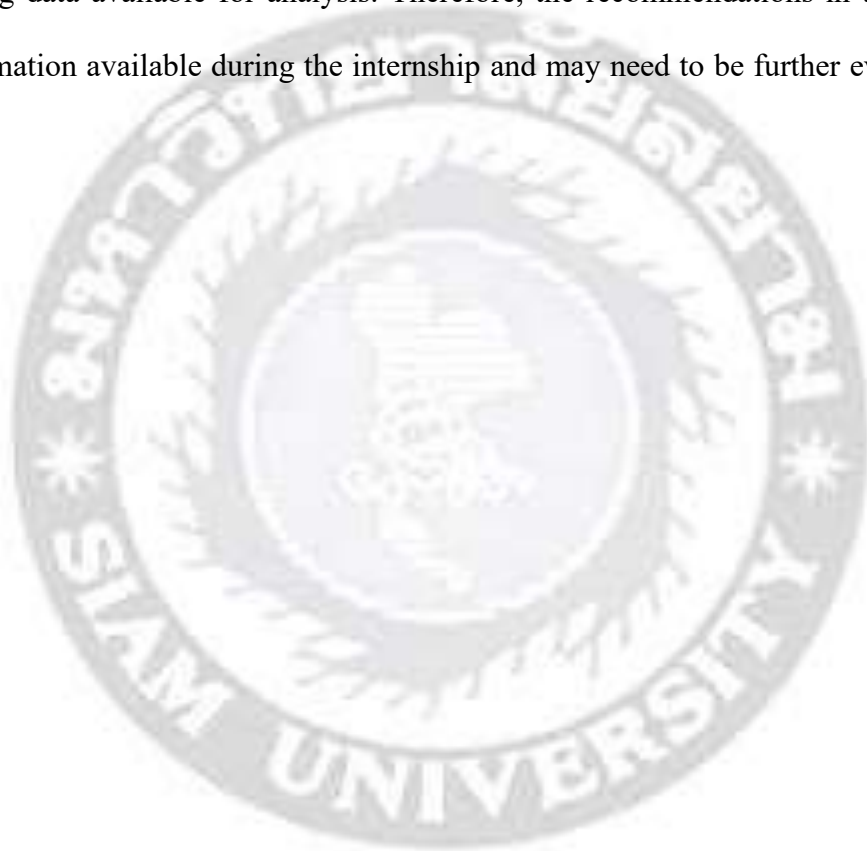
One of the highlights of my internship was assisting with the Lighthouse Event and the Annual Charity Golf Tournament, which successfully raised approximately THB 1.2 million to support Ruam Pattana School in Chaiyaphum Province. I also gained practical experience in office administration, customer service, market research, digital marketing, and strategic planning. These responsibilities helped me develop important professional skills, including communication, teamwork, time management, problem-solving, and organizational skills.

In addition to developing technical skills, the internship also helped me grow personally. Through the guidance of my supervisor, Ms. Thalia Beaumont, I learned to become more responsible, proactive, and independent in my work. Observing how she managed multiple responsibilities while leading various projects inspired me to improve my professional mindset and work ethic.

Overall, this internship successfully bridged the gap between academic learning and professional practice. It provided me with valuable industry experience, increased my confidence in working in a professional environment, and prepared me for my future career. I am grateful to The Beaumont Partnership, The Beaumont Partnership Foundation, and Siam University for providing me with this meaningful learning opportunity.

## **4.2 Limitations of the Study**

This study has several limitations. First, the research was conducted within the internship period, which limited the time available to collect and analyze more comprehensive data. Second, the mini research was based mainly on secondary data, company information, and observations during the internship, rather than primary data collected directly from customers through surveys or interviews. In addition, because Kid D Art Lodge is still developing its marketing activities, there was limited historical marketing data available for analysis. Therefore, the recommendations in this study are based on the information available during the internship and may need to be further evaluated after implementation.



### 4.3 Recommendations for the Company

Based on my internship experience at The Beaumont Partnership, I would like to offer several recommendations that may help improve the company's operations and future development.

Firstly, I recommend that the company adopt more digital systems for document management, leave applications, and internal communication. During my internship, many administrative processes were completed manually. For example, leave application forms had to be signed on paper, scanned, and emailed back to the HR Assistant. Implementing a digital document management and leave approval system would reduce paperwork, improve efficiency, and make it easier to access and track important documents.

Secondly, I recommend that the company consider hiring additional administrative or business support staff. During my internship, I observed that one senior manager was responsible for a wide range of duties, including human resources, business development, internship supervision, fundraising, client relations, and coordinating projects for Ruam Pattana School. Although these responsibilities were managed professionally, the workload was extensive. Additional support staff would help distribute responsibilities more effectively, improve workflow efficiency, and allow more time for strategic planning and fundraising activities.

Thirdly, I recommend improving communication and information sharing between the Bangkok office and Ruam Pattana School. During the vegetable farm marketing project, it was sometimes difficult to obtain accurate and up-to-date information about the farm, such as the vegetables currently being grown, harvesting schedules, and whether products were available for sale.

Establishing a regular reporting system or assigning a coordinator at the school would help ensure that marketing activities are based on accurate information and improve coordination between both locations.

Fourthly, Kid D Art Lodge could strengthen its digital marketing and promotional activities. During my internship, I observed that the lodge offers modern facilities, comfortable accommodation, and a peaceful natural environment. However, because it is located in a rural area away from the main community, many potential customers are unaware of its existence. The lodge should maintain active social media accounts, regularly post engaging content, and register on online booking platforms to increase its online visibility. It could also expand partnerships with international schools, universities, and organizations by promoting CSR visits, educational camps, volunteer programs, and study tours. These initiatives would help increase occupancy rates while supporting the educational mission of Ruam Pattana School.

Finally, I recommend that the company continue providing internship opportunities while introducing a more structured orientation program and regular feedback sessions. In addition, organizing more employee engagement activities, such as team-building events, staff gatherings, or wellness programs, could create a more positive and collaborative working environment. During my internship, I noticed that many employees were young professionals, while senior staff had extensive experience. More opportunities for interaction and team activities could strengthen relationships between employees, encourage knowledge sharing, and improve teamwork across the organization. Overall, these recommendations are intended to improve operational efficiency, strengthen communication, enhance marketing effectiveness, and support the long-term growth of both

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## ii. Appendix

### Daily Diary

|                                                     |
|-----------------------------------------------------|
| <b>Internship Company:</b> The Beaumont Partnership |
| <b>Position:</b> Admin & Marketing Intern           |
| <b>Intern:</b> Nan Wine Pa Pa Kyaw Zin              |
| <b>Duration:</b> 4.5 months/ 19 weeks               |
| <b>Starting Date:</b> Jan 6 <sup>th</sup> , 2025    |
| <b>Ending Date:</b> May 15 <sup>th</sup> , 2025     |

| Date       | Task and Activities                                                                                                                                                                                |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6.01.2026  | Opened and managed the company's marketing email account. Attended the morning meeting with my supervisor, Khun Thalia Beaumont, to receive an introduction to my responsibilities and daily tasks |
| 7.01.2026  | Completed an assignment on creating a mind map for my future career development. Discussed career goals and professional development with my supervisor.                                           |
| 8 .01.2026 | Assisted with daily administrative tasks, observed office operations, and learned the leave application process and document management system                                                     |
| 9 .01.2026 | Supported front office operations by welcoming visitors, answering telephone calls, notifying staff of incoming calls, and observing daily office procedures                                       |

### Week 01

| <b>Date</b> | <b>Task and Activities</b>                                                                                                                                              |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 12.01.2026  | Prepared the presentation slides for the <b>North Star TBP 2026 Project</b> for Khun Thalia.                                                                            |
| 13.01.2026  | Checked office inventory, counted remaining supplies, and prepared an Excel list of requested items for the design team.                                                |
| 14.01.2026  | Assisted at the reception by answering supplier phone calls, notifying staff of incoming calls, welcoming visitors, and contacting employees when their guests arrived. |
| 15.01.2026  | Took one day of leave to complete university registration.                                                                                                              |
| 16.01.2026  | Researched restaurants within a 3 km radius of the TBP office as potential customers for the school's vegetable farm.                                                   |

#### Week 02

| <b>Date</b> | <b>Task and Activities</b>                                                                                                                                                       |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 19.01.2026  | Started market research for <b>Kid D Art Lodge</b> by collecting information about the lodge and its target audience                                                             |
| 20.01.2026  | Developed a marketing campaign for Kid D Art Lodge by defining campaign goals, brainstorming ideas, creating a social media awareness strategy, and preparing a content calendar |
| 21.01.2026  | Created a three-month content calendar for Kid D Art Lodge and presented the marketing plan to my supervisor                                                                     |
| 22.01.2026  | Attended a meeting with Khun Thalia to discuss the Kid D Art Lodge marketing project and the upcoming field visit to Ruam Pattana School                                         |
| 23.01.2026  | Continued developing the Kid D Art Lodge marketing plan and prepared for the field visit to Ruam Pattana School                                                                  |

#### Week 03

| <b>Date</b> | <b>Task and Activities</b>                                                                    |
|-------------|-----------------------------------------------------------------------------------------------|
| 26.01.2026  | Continued market research for Kid D Art Lodge and reviewed marketing ideas                    |
| 27.01.2026  | Identified the target audience and developed marketing strategies for Kid D Art Lodge.        |
| 28.01.2026  | Researched potential partnerships with international schools and universities for CSR visits. |
| 29.01.2026  | Collected contact information for international schools and universities.                     |
| 30.01.2026  | Updated the content calendar and revised the marketing plan based on feedback.                |

#### Week 04

| <b>Date</b> | <b>Task and Activities</b>                                                                  |
|-------------|---------------------------------------------------------------------------------------------|
| 2.02.2026   | Began market research for the vegetable farm and identified potential restaurant customers. |
| 3.02.2026   | Collected restaurant names, contact details, and locations for the customer database.       |
| 4.02.2026   | Researched vegetable market prices and potential selling prices                             |
| 5.02.2026   | Created an Excel database of restaurants and prepared marketing contact lists               |
| 6.02.2026   | Developed a seasonal planting timeline for the vegetable farm.                              |

#### Week 05

| Date       | Task and Activities                                                                                    |
|------------|--------------------------------------------------------------------------------------------------------|
| 9.02.2026  | Created the Weekly Fresh Sheet for available vegetables and pricing.                                   |
| 10.02.2026 | Prepared marketing materials and email content for restaurant outreach.                                |
| 11.02.2026 | Continued administrative support and front office duties.                                              |
| 12.02.2026 | Assisted with document management, reception duties, and meeting room preparation.                     |
| 13.02.2026 | Reviewed the progress of the vegetable farm and Kid D Art Lodge marketing projects with my supervisor. |

#### Week 06

| Date       | Task and Activities                                                                                                                                                                                                               |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 16.02.2026 | Traveled to Chaiyaphum for the field visit. Departed Bangkok at <b>8:00 a.m.</b> and arrived at <b>1:00 p.m.</b> at Ruam Pattana School and Kid D Art Lodge. Rested after arrival and prepared for the following day's activities |
| 17.02.2026 | Took portrait photos of approximately <b>200 students</b> and <b>40 staff members</b> . In the evening, helped prepare a birthday celebration for Khun Thalia.                                                                    |
| 18.02.2026 | Took group photos of each class with students and teachers, and photographed Kid D Art Lodge and the vegetable farm for marketing purposes                                                                                        |
| 19.02.2026 | Traveled from Chaiyaphum to Bangkok. Departed at <b>12:00 p.m.</b> and arrived at approximately <b>4:00 p.m.</b>                                                                                                                  |
| 20.02.2026 | <b>Leave of absence</b> – Submitted my 90-day immigration report.                                                                                                                                                                 |

#### Week 07

| <b>Date</b> | <b>Task and Activities</b>                                                              |
|-------------|-----------------------------------------------------------------------------------------|
| 23.02.2026  | Edited portrait photos of students and staff.                                           |
| 24.02.2026  | Continued editing portrait photos of approximately 200 students and 40 staff members.   |
| 25.02.2026  | Edited class group photos of students and teachers                                      |
| 26.02.2026  | Continued editing group photos and organized photo files.                               |
| 27.02.2026  | Completed editing and organizing all portrait and group photos for Ruam Pattana School. |

#### Week 08

| <b>Date</b> | <b>Task and Activities</b>                                                                                        |
|-------------|-------------------------------------------------------------------------------------------------------------------|
| 2.03.2026   | Prepared the sponsor contact list and updated the marketing email database for the Annual Charity Golf Tournament |
| 3.03.2026   | Sent invitation emails to sponsors and business partners using the company's marketing email account              |
| 4.03.2026   | Continued sending event information to sponsors and updated the mailing list.                                     |
| 5.03.2026   | Assisted with planning and preparing materials for the Annual Charity Golf Tournament.                            |
| 6.03.2026   | Organized event documents and followed up on preparations for the upcoming charity events.                        |

#### Week 09

| <b>Date</b> | <b>Task and Activities</b>                                                                                                     |
|-------------|--------------------------------------------------------------------------------------------------------------------------------|
| 9.03.2026   | Prepared and reviewed the sponsor mailing list for the Annual Charity Golf Tournament                                          |
| 10.03.2026  | Sent invitation and event information emails to sponsors and business partne                                                   |
| 11.03.2026  | Prepared presentation slides for the charity auction and organized event documents.                                            |
| 12.03.2026  | Assisted with preparing raffle tickets, Mulligan tickets, and other event materials.                                           |
| 13.03.2026  | Organized golf shirts for participants and continued preparations for the Lighthouse Event and Annual Charity Golf Tournament. |

Week 10:

| <b>Date</b> | <b>Task and Activities</b>                                                                                                             |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------|
| 16.03.2026  | Prepared event materials, updated the sponsor list, and assisted with final preparations for the Lighthouse Event.                     |
| 17.03.2026  | Prepared for the Lighthouse Event by organizing event materials, arranging the venue, and assisting with event setup at the TBP office |
| 18.03.2026  | Assisted at the Lighthouse Event by welcoming guests, supporting event coordination, and ensuring the event ran smoothly               |
| 19.03.2026  | Organized event materials after the Lighthouse Event and continued preparing for the Annual Charity Golf Tournament.                   |
| 20.03.2026  | Check auction presentation slides, raffle tickets and golf shirts, and assisted with golf tournament preparations                      |

Week 11

| Date       | Task and Activities                                                                                                                                                              |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 23.03.2026 | Prepared auction presentation slides, organized golf shirts, raffle tickets, and Mulligan tickets for the Annual Charity Golf Tournament.                                        |
| 24.03.2026 | Completed final event preparations, packed event materials, and coordinated logistics for the golf tournament.                                                                   |
| 25.03.2026 | Assisted at the <b>Annual Charity Golf Tournament</b> by registering guests, distributing golf shirts, selling raffle tickets and Mulligans, and supporting the charity auction. |
| 26.03.2026 | Organized event materials after the tournament and assisted with post-event administrative tasks.                                                                                |
| 27.03.2026 | Followed up on post-event documentation and assisted with organizing event records and materials.                                                                                |

#### Week 12

| Date       | Task and Activities                                                                                                                                  |
|------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 30.03.2026 | Worked on the " <b>Can Kid D Art Lodge Generate THB 1 Million in One Year?</b> " project by researching revenue projections and business strategies. |
| 31.03.2026 | Presented the Kid D Art Lodge revenue project to my supervisor and discussed feedback.                                                               |
| 1.04.2026  | Assisted with the weekly <b>Lunch and Learn</b> program by preparing the meeting room, welcoming suppliers, and arranging lunch for employees.       |
| 2.04.2026  | Continued administrative tasks and supported ongoing marketing projects.                                                                             |
| 3.04.2026  | Assisted at the reception by welcoming visitors, answering phone calls, notifying staff, and contacting employees when guests arrived.               |

#### Week 13

| <b>Date</b> | <b>Task and Activities</b>                                                                                                                    |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 6.04.2026   | Visited <b>Pratika</b> showroom to learn about the company's products, business operations, and marketing strategies.                         |
| 7.04.2026   | Completed an assignment on the knowledge gained from the Pratika visit and learned about active marketing in a real business environment      |
| 8.04.2026   | Assisted with the weekly <b>Lunch and Learn</b> program by preparing the meeting room, welcoming suppliers, and arranging lunch for employees |
| 9.04.2026   | Continued administrative tasks and supported ongoing marketing project                                                                        |
| 10.04.2026  | Assisted at the reception by welcoming visitors, answering phone calls, notifying staff, and contacting employees when guests arrived.        |

#### Week 14

| <b>Date</b> | <b>Task and Activities</b> |
|-------------|----------------------------|
| 13.04.2026  | Songkran Holiday           |
| 14.04.2026  | Songkran Holiday           |
| 15.04.2026  | Songkran Holiday           |
| 16.04.2026  | Songkran Holiday           |
| 17.04.2026  | Songkran Holiday           |

#### Week 15

| <b>Date</b> | <b>Task and Activities</b>                                                                                                                    |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 20.04.2026  | Conducted research on fancy vegetables for the Ruam Pattana School vegetable farm.                                                            |
| 21.04.2026  | Researched seasonal crop rotation and suitable planting schedules for different vegetables                                                    |
| 22.04.2026  | Assisted with the weekly <b>Lunch and Learn</b> program by preparing the meeting room, welcoming suppliers, and arranging lunch for employees |
| 23.04.2026  | Developed a planting timeline and prepared the Weekly Fresh Sheet for the vegetable farm                                                      |
| 24.04.2026  | Assisted at the reception by welcoming visitors, answering phone calls, notifying staff, and contacting employees when guests arrived.        |

#### Week 16

| <b>Date</b> | <b>Task and Activities</b>                                                                                                                    |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 27.04.2026  | Met with Khun Thalia to discuss my internship progress and career plans after the internship. Researched potential job opportunities          |
| 28.04.2026  | Prepared and updated my resume (CV) for future job applications                                                                               |
| 29.04.2026  | Assisted with the weekly <b>Lunch and Learn</b> program by preparing the meeting room, welcoming suppliers, and arranging lunch for employees |
| 30.04.2026  | Started apply for the next internship at hotels.                                                                                              |
| 1.05.2026   | Assisted at the reception by welcoming visitors, answering phone calls, notifying staff, and contacting employees when guests arrived.        |

#### Week 17

| Date      | Task and Activities                                                                                                                                          |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 4.05.2026 | Attended the kickoff meeting for the <b>All Blacks Charity Event</b> . Discussed the project with the team, assigned responsibilities, and planned the event |
| 5.05.2026 | Wrote about my internship experience at The Beaumont Partnership for Khun Thalia                                                                             |
| 6.05.2026 | Assisted with the weekly <b>Lunch and Learn</b> program by preparing the meeting room, welcoming suppliers, and arranging lunch for employees.               |
| 7.05.2026 | Continued working on the All Blacks Charity Event project and completed assigned tasks                                                                       |
| 8.05.2026 | Assisted at the reception by welcoming visitors, answering phone calls, notifying staff, and contacting employees when guests arrived                        |

#### Week 18

| Date       | Task and Activities                                                                                                                                               |
|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11.05.2026 | Prepared the <b>CSR Trip Proposal</b> presentation for Siam University.                                                                                           |
| 12.05.2026 | Met with my university advisor during the company visit. Presented the <b>CSR Trip Proposal</b> to my advisor and supervisor and discussed my internship progress |
| 13.05.2026 | Assisted with the weekly <b>Lunch and Learn</b> program by preparing the meeting room, welcoming suppliers, and arranging lunch for employees.                    |
| 14.05.2026 | Completed remaining internship tasks, organized project documents, and finalized assigned work                                                                    |
| 15.05.2026 | Completed the internship, submitted final work, and received feedback from my supervisor. Reflected on my internship experience and professional development      |

#### Week 19

## Recommendations



Received (1)

Given



**Thalia Beaumont** · 1st

Board Member and Partner

February 24, 2026, Thalia managed Nan Wine Pa Pa directly

During her internship with The Beaumont Partnership and Beaumont Partnership Foundation, Wine was consistently proactive spotting clearly articulating ideas, and turning them into practical marketing plans ready for the team to execute.

She took ownership of several projects and managed the work independently end-to-end, with strong structure, follow-through, and minimal supervision. She is thoughtful, organized, and quick to learn, she's exactly the kind of young professional you want on your team.



**Thalia Beaumont** · 1st

Board Member and Partner

1mo · Edited ·

**Nan Wine Pa Pa Kyaw Zin** thank you from Khun **Tim Beaumont** and I for sharing this. I am confident now that you have found your North Star, you will go on to do amazing things. Work smart. Think smarter. Thank you for highlighting the importance of undertaking an internship.

I personally have always been interested in careers coaching and I think there are gaps in the way it is delivered in schools. Our internship program allows me to work with interns of various ages and nationalities and guide them in their lives and their careers using a combination of Ikigai combined with my holy trinity of questions. 1. What do you love to do? ( what you find your self doing in your free time - not what you study) 2. Where do you love to be? 3. Describe the type of people you like to be with?

Through this process interns can practically and realistically align their expectations of work and life. Our internship program is important for many reasons, and as **Nan Wine Pa Pa Kyaw Zin** has outlined in her article, one reasons is because it encourages interns to think deeply and ask the simple questions that will help them find fulfilling vocations and a life of purpose.



**Nan Wine Pa Pa Kyaw Zin** · You

Front Office & Guest Services | International Business G...

1mo · Edited ·

In my latest article, I share why internships are a 'safe space' to fail and find yourself.

...more

Figure 14: Feedback from Khun Thalia

**The BEAUMONT PARTNERSHIP**  
ARCHITECTURE | INTERIORS | LANDSCAPE

**35 YEARS OF DESIGN EXCELLENCE**  
in association with

**14th ANNUAL CHARITY GOLF DAY 2026**

**THANA CITY GOLF AND COUNTRY CLUB**  
**WEDNESDAY 25TH MARCH 2026**

**SPONSORED BY**

Orchid Palm Homes  
**RADCON**  
Since 1995

**Paideia Gamma**  
EDUCATION CONSULTING COMPANY

**ALLOY**  
ALUMINIUM FOR INTERIORS

**TGD AUTOMATIC DOORS**  
**TGD AUTOMATIC**

**SUPPORTED BY**  
**AB ATELIER BEAUMONT**

**TEAM 4 BALL 28,000**  
**TEAM AND HOLE 35,000**  
**HOLE SPONSOR 15,000**

**REGISTRATION 10:00**  
**SHOT GUN 12:00**  
**DINNER 18:00**  
**PRIZE GIVING & CHARITY AUCTION**

**GOLF FORMAT**  
**TEXAS SCRAMBLE**

**INCLUSION**  
**GREEN FEE**  
**CADDY**  
**CART**  
**ON COURSE REFRESHMENTS**  
**BUFFET DINNER**  
**WINE AND BEERS**  
**PRIZES**

MARKETING@THEBEAUMONTPARTNERSHIP.COM  
+66 (0)2 286 8287

Figure15: Golf Event poster sent to sponsors

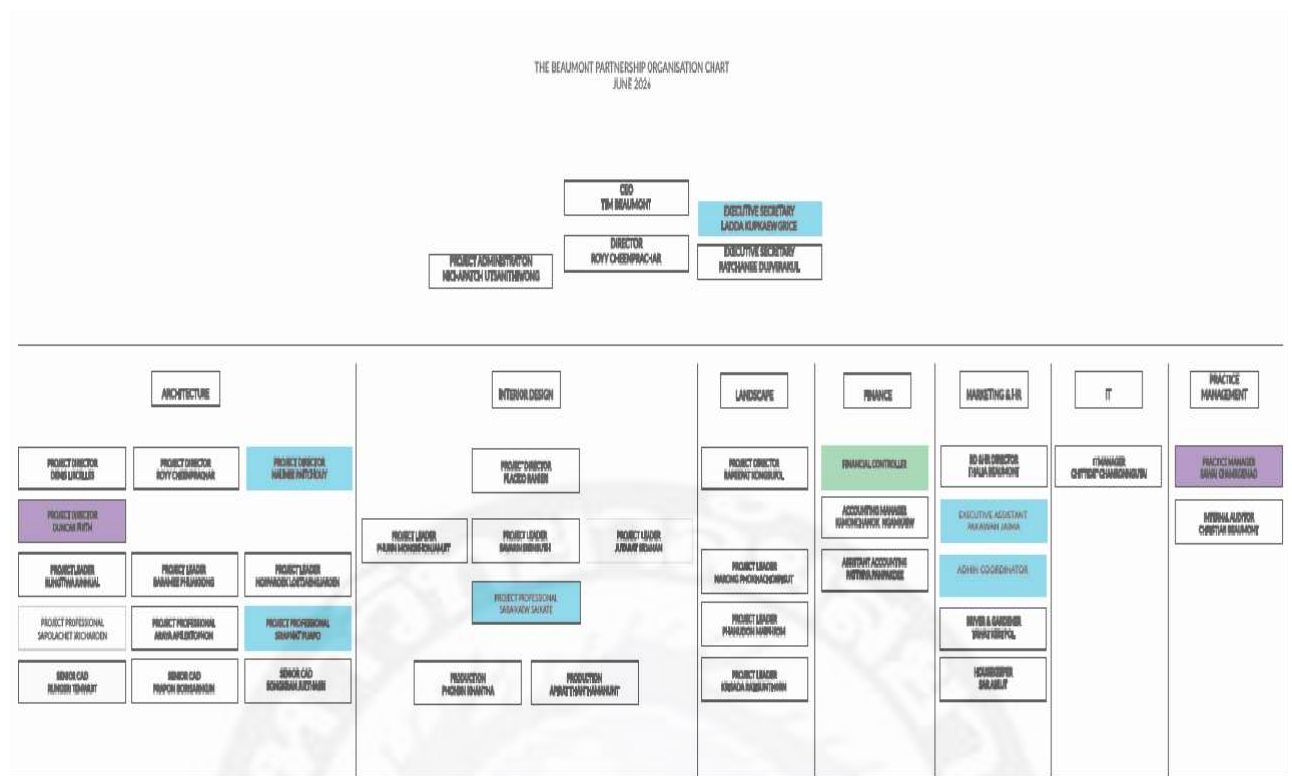


Figure 16: Beaumont Organizational Chart



Figure 17: Photo shoot at Ruam

*TBP farm*  
**Weekly Fresh sheet**  
 March 11, 2026



Fresh from **Ruam Pattana School Garden!**  
 This week we harvested limited quantities of  
**fresh Cos Lettuce, Kale, Mini Cos, and Radish.**  
 Thank you for supporting education through your purchase.

**Available Products**  
indicates limited supply

| <u><b>Greens</b></u>      | <u><b>Roots</b></u> |
|---------------------------|---------------------|
| Cos Lettuce - 200 g/ 25 ฿ | Radish - 250g / 20฿ |
| Kale - 1kg / 490 ฿        |                     |
| Mini Cos- 200g / 25 ฿     |                     |

**Order & Contact**

 Order via LINE: @ruampattanafarm  
 Phone: 0825555555  
 Order by: Every Thursday 5 PM  
 Delivery/Pickup: Friday

Figure 18: Weekly fresh sheet

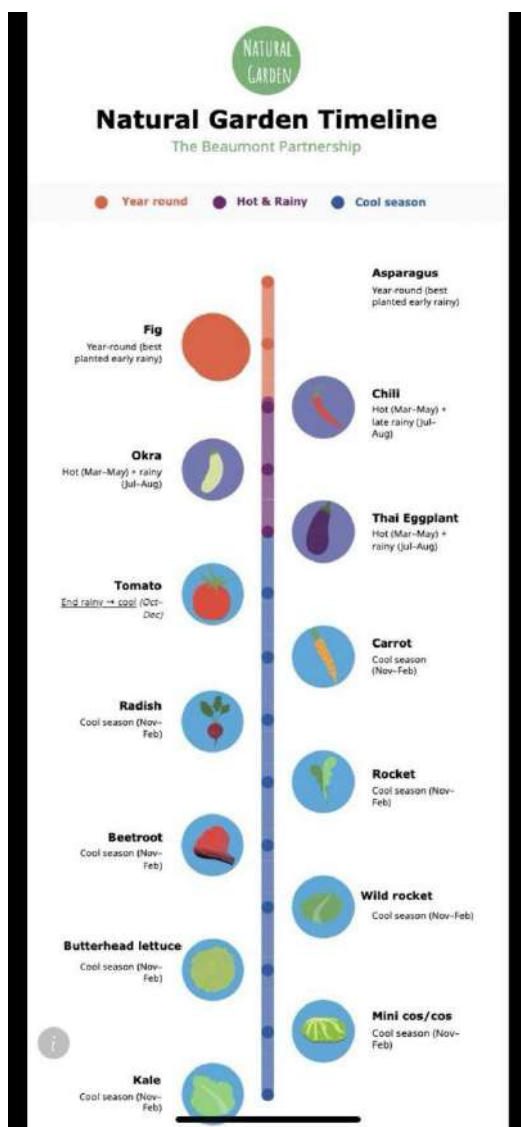


Figure19: Timeline for planting

| 1  | Restaurant Name                    | Cuisine            | Address                                                               | Phone              | Website                                                                                                                 | Email                      |
|----|------------------------------------|--------------------|-----------------------------------------------------------------------|--------------------|-------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 2  | ZURU Contemporary Japanese Flav    | Japanese           | Soi Nang Linchi 3, Chong Nonsi Subdistrict, Yannawa District, Bangkok | 091 195 4444       | <a href="https://www.zuru-restaurant.com/">https://www.zuru-restaurant.com/</a>                                         | zururestaurant@gmail.com   |
| 3  | Don Asado                          | Argentinian        | Soi Yen Akat 2 Chong Nonsi, Yan Nawa District                         | 02 005 6627        | —                                                                                                                       | onasado.bkk@gmail.com      |
| 4  | Brunch Paradiso                    | Australia          | 69 Yen Akat Rd, Chong Nonsi, Yan Nawa                                 | 02 160 8752        | <a href="https://linktr.ee/brunchparadiso">https://linktr.ee/brunchparadiso</a>                                         | brunchparadiso@shama.com   |
| 5  | ChangAn                            | Chinese            | 315/601-606 plaza zone, 1 fl, sathu Pradit, chong nonsi, Bangl        | 094 666 4266       | —                                                                                                                       | changanfood23@gmail.com    |
| 6  | Cagette Canteen and Deli           | French             | 15 Yen Akat Rd, Khwaeng Chong Nonsi, Khet Yan Nawa, Bnag              | 02 249 1684        | <a href="https://cagettebkk.com/">https://cagettebkk.com/</a>                                                           | contact@cagettebkk.com     |
| 7  | Soufflé and me                     | French             | 417 Soi Wat Pho Maen, Chong Nonsi, Yan Nawa, Bangkok                  | 101 090 978 0442   | <a href="https://www.souffleandme.com/">https://www.souffleandme.com/</a>                                               | contactus@souffleandme.com |
| 8  | Playlys Bangkok                    | French             | 148/11 Nang linchi, Alley, Sathon, Bangkok                            | 10120 082 171 8991 | <a href="https://linktr.ee/playlysbkk">https://linktr.ee/playlysbkk</a>                                                 | playlysbangkok@gmail.com   |
| 9  | India Kitchen                      | Indian             | 173, 2 Mu Ban Nakhon Luang 1 Alley, Chong Nonsi, Yan Nawa             | 086 611 0121       | —                                                                                                                       | indiankitchenbkk@gmail.com |
| 10 | Casa Blue Craft Brews & Delicacies | International cuis | 88 TTN Avenue , Room AA Thanon Nang Linchi, Chong Nonsi,              | 099 449 2233       | <a href="https://www.wongnai.com/restaurant-">https://www.wongnai.com/restaurant-</a>                                   | —                          |
| 11 | Va Presto (Up)                     | Italian            | 54/5 Naradhiwas Rajanagarindra Rd, Chong Nonsi, Yan Nawa,             | 063 226 2505       | <a href="https://www.wongnai.com/r/2818970">https://www.wongnai.com/r/2818970</a>                                       | contact@va-presto.com      |
| 12 | Shoreditch Bangkok                 | Italian            | 226-224 Nang Linchi Road, Khet Yan, Nawa, Krung Thep, Mah             | 061 650 9555       | <a href="https://www.wongnai.com/r/2818970">https://www.wongnai.com/r/2818970</a>                                       | info@shoreditchbangkok.com |
| 13 | Via Emilia Italian Restaurant      | Italian            | 1040 Soi Naradhiwas Rajanagarindra 17 Yaek 5, Bangkok, Thai           | 093 138 8373       | <a href="https://qmenu.viaemiliabangkok.com">https://qmenu.viaemiliabangkok.com</a>                                     | viaemiliabkk@gmail.com     |
| 14 | Via Emilia Restaurant              | Italian            | 1040 Soi Naradhiwas Rajanagarindra 17 Yaek 5, Bangkok, Thai           | 093 138 8373       | <a href="https://viaemiliabangkok.com/">https://viaemiliabangkok.com/</a>                                               | viaemiliabkk@gmail.com     |
| 15 | getfresh at Market                 | Thai               | 79, 79 Nang Linchi 3 Alley, Chong Nonsi, Yan Nawa, Bangkok            | 064 280 9946       | <a href="https://getfresh.hatohub.com/brand">Getfresh.Hatohub.com/brand</a>                                             | info@getfresh.co.th        |
| 16 | Oh! Veggies Salad                  | Thai               | 99/6 Nang Linchi Rd, Chong Nonsi, Yan Nawa, Bangkok                   | 10120 063 205 2626 | <a href="https://ohveggies.com">ohveggies.com</a>                                                                       | dipalangkap03@gmail.com    |
| 17 | Tonklar Facal                      | Thai               | 88, 39 ตรอกจากร T.T.N. Avenue, Chong Nonsi, Yan Nawa, Bangl           | 083 239 6566       | <a href="https://www.tonklarfacal.com/">https://www.tonklarfacal.com/</a>                                               | —                          |
| 18 | Fungfah Home cooked                | Thai               | 95 14 Yen Akat Rd, Chong Nonsi, Yan Nawa, Bangkok                     | 10120 083 464 6446 | <a href="https://www.wongnai.com/reviews/dt">https://www.wongnai.com/reviews/dt</a>                                     | parefah@hotmail.com        |
| 19 | Temsuk                             | Thai               | 75/15 ถนนบางลำพู, Bangkok, Thailand, 10120                            | 966469666          | <a href="http://www.temsuk.com/">http://www.temsuk.com/</a>                                                             | greendwednesday@gmail.com  |
| 20 | Khun Niyom Restaurant              | Thai               | 54 Narathiwat Ratchanakarin Rd.                                       | 948939655          | —                                                                                                                       | —                          |
| 21 | KinKun                             | Thai               | ถนน บางลำพู, Bangkok, Thailand, 10120                                 | 084 081 5307       | —                                                                                                                       | lebzbangkok@gmail.com      |
| 22 | Krua Sathon                        | Thai               | 26, 59 Chan Rd, Thung Maha Mek, Sathon, Bangkok                       | 10120 02 287 2795  | —                                                                                                                       | —                          |
| 23 | Isarn Derm Nanglinchi              | Thai               | 413 Chong Nonsi Alley, Khwaeng Chong Nonsi, Khet Yan Nawa,            | 081 349 8782       | <a href="https://lin.ee/EWB48Su">https://lin.ee/EWB48Su</a>                                                             | isarnderm@gmail.com        |
| 24 | BK Salon.bkk                       | Thai               | 11/31 SathuPradit Road, Chong Nonsri, Yannawa, Bangkok, Th            | 061 516 6555       | —                                                                                                                       | bksalonbkk@gmail.com       |
| 25 | Tar Sab Woey                       | Thai               | 371 ถนนราชวิถี แขวงคลองถนน กรุงเทพมหานคร, Bangk                       | 099 915 6553       | —                                                                                                                       | —                          |
| 26 | Eat Viet                           | Vietnamese         | 88 1 TTN avenue, Chong Nonsi, Yan Nawa, Bangkok                       | 10120 086 668 5917 | <a href="https://www.wongnai.com/restaurant-eatviet@gmail.com">https://www.wongnai.com/restaurant-eatviet@gmail.com</a> | —                          |
| 27 | Krua Eamlaor                       | Vietnamese         | 2090, 2 Naradhiwas Rajanagarindra Rd, Chong Nonsi, Yan Naw            | —                  | —                                                                                                                       | —                          |

Figure 20: Some of Restaurants List



Figure 21: Weekly lunch and learn

### iii. Team Engagement & Events



Figure 22: Golf Event participant

#### iv. Curriculum Vitae



### NAN WINE PA PA KYAW ZIN

☎ 0823646808,  
✉ nanwinepapakyawzin@gmail.com,  
📍 43/1 Charangsanitwong Rd2, Wat Tha Phra, Bangkok Yai, Bangkok 10600

#### PROFESSIONAL PROFILE

Highly motivated and service-oriented International Business Administration graduate with hands-on experience in reception administration, client coordination, hospitality service, marketing support, and event operations. Passionate about delivering exceptional client and guest experiences through professionalism, attention to detail, and strong interpersonal communication skills.

Experienced in supporting front-office operations, coordinating with clients and internal teams, assisting with marketing strategy development, conducting market research, and contributing to social media marketing planning and execution. Recognized as a fast learner with strong problem-solving abilities, initiative, and a thoughtful, proactive mindset.

Demonstrates a deep passion for service excellence and service delivery, with the ability to adapt quickly in dynamic environments while maintaining a calm, positive, and professional attitude.

#### WORK EXPERIENCE

##### The Beaumont Partnership — Marketing & Client Coordination Intern Bangkok, Thailand | 2026 ( Jan - May )

- Supported reception administration and daily front-office coordination
- Contributed to the development of marketing plans and strategic marketing initiatives
- Conducted market research and competitor analysis to support business development activities
- Assisted in creating social media marketing strategies and content planning
- Coordinated marketing materials, presentations, and administrative documentation
- Worked collaboratively across teams to support client service delivery and operational efficiency
- Demonstrated strong organizational skills, adaptability, and professionalism in a fast-paced environment

##### Chao Phraya Princess Cruise — Customer Service Assistant (Part-Time)

Bangkok, Thailand | 2023 – Present

- Delivered high-quality customer service in a high-volume hospitality environment
- Assisted guests with inquiries, seating arrangements, and onboard coordination
- Maintained a welcoming and professional guest experience at all times
- Worked closely with team members to ensure smooth operations and excellent service delivery
- Developed strong communication, teamwork, and problem-solving skills in multicultural environments

Figure23: Curriculum Vitae (Page 1 of 2)

## VOLUNTEER & LEADERSHIP EXPERIENCE

### The Beaumont Partnership Foundation Golf Day — Volunteer & Organizing Team Member

- Served as part of the organizing team for The Beaumont Partnership Foundation Golf Day fundraising event
- Supported event planning, coordination, guest management, sponsorship support, and operational execution
- Contributed to a successful fundraising event that raised over \$1.2 million for charitable and community initiatives
- Demonstrated leadership, teamwork, professionalism, and strong service-oriented values throughout the event

### University CSR Program — Kanchanaburi

- Participated in community engagement and CSR activities supporting children and local communities
- Assisted with educational activities, coordination, and volunteer support initiatives

## CORE SKILLS

- Reception Administration
- Client Coordination & Support
- Customer Service Excellence
- Marketing Planning & Strategy
- Market Research & Analysis
- Social Media Marketing
- Event Coordination
- Team Collaboration
- Communication Skills
- Time Management
- Adaptability & Fast Learning
- Problem Solving & Critical Thinking
- Service Delivery & Hospitality Mindset

## TECHNICAL SKILLS

- Microsoft Office (Word, Excel, PowerPoint)
- Presentation Preparation
- Email & Internal Communication Tools
- Social Media Platforms

## EDUCATION

### Siam University

Bachelor of International Business Administration  
Bangkok, Thailand | 2022 – 2026

## LANGUAGES ( Speaking )

Burmese — Native  
Thai — Fluent  
English — Intermediate

Figure 24: Curriculum Vitae (Page 2 of 2)