

Jeerawan Jampit

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Summary

Results-oriented analyst with a proven track record of delivering analytics solutions and reporting key campaign metrics in the retail and education sectors. Specialized in transforming complex data into clear, actionable insights for senior leadership to support strategic decisions. Skilled in SQL, R, advanced Excel, and Tableau, with strong collaboration and communication skills to engage effectively with business partners. Able to work in fast-paced environments and handle a varied workload. Experienced in managing multichannel marketing campaigns across digital platforms, including Facebook, Line, TikTok, and Instagram.

Education

Old Dominion University (Norfolk, Virginia)

2025 - Present

M.A. Economics

King Mongkut's University of Technology Thonburi (Bangkok, Thailand)

2018 - 2022

Bachelor of Technology in Medical and Science Media (1st Class Honors) Grade: 3.61

Skills

- Marketing Analytics/Competitive Intelligence Analysis
- Programming And Database Querying Tools (R, SQL)
- Applied Mathematics and Statistics
- Cross Functional Teams and Stakeholder Management
- Adobe Design Software Photoshop, Illustrator.
- Metrics and Key Performance Indicators Framework
- Analytics Tools and Data Visualization (Tableau, Excel)
- Project Management
- Excellent Written and Communication
- Multichannel Marketing Digital Platform Management

Experience

Integrity Staffing Services (Virginia Beach, Virginia)

Business Analyst Intern

May 2026 – Aug 2026

- Attended augmented AI roadmap meetings where leadership evaluated custom AI tools for reducing manual workload and operating costs.
- Used Avionté staffing software to support reporting, data tracking, and analysis of candidate pipelines, job orders, client activity, and placement outcomes, identifying trends in applicant flow and recruiting activity.
- Cleaned and organized candidate, client, and job order data to improve reporting accuracy and support business decision-making.
- Worked closely with the leadership team using Avionté data to summarize key staffing metrics for supervisors.
- Collaborated across the sales, recruiting, and leadership teams to adjust KPI definitions so each team's metrics reflected its own goals.
- Documented recruiting and placement workflows in Avionté and identified opportunities to improve process efficiency and data consistency.

Old Dominion University, School of Public Service (Norfolk, Virginia)

Graduate Research Assistant – Marketing /Competitive Intelligence analysis

Aug 2025 – Present

- Work with the Director of the School of Public Service to conduct competitive analysis on 391 Public Administration and Public Policy graduate programs nationwide, using statistical techniques to identify key trends and opportunities.
- Provided insight into curriculum, enrollment, demographics, and pros/cons compared to the Old Dominion University program.
- Managed three projects simultaneously and prioritized tasks and deadlines while verifying data sources and managing datasets.

Printing Innovation Inc. (Khonkaen, Thailand)

Social Media Analyst (Contract)

June 2023 – May 2026

- Analyzed KPIs including engagement rate and lead conversions to optimize social media strategies.
- Collaborated with sales and import-export teams to align social campaigns with trade deals, improving campaign effectiveness.
- Tracked, analyzed, and reported key campaign metrics to produce monthly performance reports with clear, actionable insights.

Social Media Marketing Specialist (Freelance)

April 2021 - May 2023

- Aimed to achieve a **20% increase** in sales within one month from online markets.
- Developed and published content focused on sublimation products across various social media platforms (Facebook, Line, TikTok, Instagram and Company website).
- Executed integrated social media campaigns to drive audience growth, brand awareness, and sales, tailored to each channel's target audience.
- Created persuasive content that effectively resonated with the intended audience, contributing to overall marketing success.

Aksorn Education Public Company (Bangkok, Thailand)

Graphic Designer Intern

Jun 2021 - Dec 2021

- Graphic Designer at Edutainment Media, a public company, for six months. Successfully created over 50 products, including Textbook covers, Illustrations, Video presentations and Teaching media.
- Engaged in a combination of creative and technical tasks focused on: Designing visual content for educational and entertainment purposes. Developed visually appealing graphics, illustrations, images, and layouts that adhered to the company's brand standards.
- Produced high-quality visuals that met project requirements and enhanced overall brand presentation.