



PATTARAPON BENJARONGKAPAN



Scan to see my Portfolio

☎ 096-891-1194 ✉ pattarapon.b@gmail.com 📍 Lak Si, Bangkok 10210

ABOUT ME

Business Development professional with hands-on experience across Finance, Product, Marketing, Sales, and Production. Built an LMS platform and mobile apps, set up n8n automation workflows, designed multi-tier affiliate programs, and led market entry into Asia and Australia. Currently leading a cross-functional team focused on global expansion, AI automation, and e-commerce.

EDUCATION

2026	Master of Business Administration (In Progress)
Thammasat University	Currently studying to round out my business knowledge across strategy, finance, and people management.
2018-2021	Bachelor of Science (BSc), Chemistry
Kasetsart University	Studied core sciences with a focus on analytical thinking and data-driven problem solving which I now use to build business systems and run financial analysis.

EXPERIENCE

Aug 2025 – Present	Business Development
LifeEnricher	<ul style="list-style-type: none">Team Leadership: Lead a cross-functional team; own hiring, coaching, and performance.Growth & Market Expansion: Led entry into Asia and Australia, and launched Premium Products on TikTok Shop, Lazada, Shopee, and Lemon8.Sales & Partnerships: Built B2B sales playbooks and new acquisition channels from scratch; managed deals with FutureSkill, SkillLane, shortcut.biz, P-PAC, and others.Systems & Automation: Built n8n workflows for SEO, content, and chatbots; ran the Digital Class Project end-to-end.
Jun 2024 – Aug 2025	Product Owner & Accounting Executive
LifeEnricher	<ul style="list-style-type: none">LMS Platform: Built the company LMS solo, front-end and back-end.Mobile App: Extended LMS to iOS and Android; shipped to Google Play and App Store.LifeEnricher X: Ran end-to-end course collaborations with external instructors.Affiliate Program: Designed and launched a multi-tier (SLM) referral network from scratch.SKU System: Set up product-level coding for true P&L analysis.Funnel Automation: Built full sales funnel with landing pages and email automation.
Jun 2024 – Aug 2025	Finance & Accounting Administrator
LifeEnricher	<ul style="list-style-type: none">Revenue System: Rebuilt revenue tracking and reconciliation from scratch.Executive Reporting: Built Looker Studio dashboards for management visibility.Sales Forecasting: Built forecasting models in SPSS for planning and budgeting.Payment Automation: Built a Google Apps Script system to automate payment-proof workflows.

SKILLS

Business & E-commerce

Go-to-Market / Partnership Management / P&L Analysis / B2B Sales / Multi-channel E-commerce (TikTok Shop, Lazada, Shopee, Lemon8)

Tech & Design

AI Workflow Automation (n8n) / Full-stack LMS Development / Mobile App Publishing / Google Apps Script

Data & Finance Systems

Financial Forecasting (SPSS) / Looker Studio / Revenue & SKU P&L Architecture / Financial Reporting

Soft Skills

Team Leadership & Coaching / Cross-functional Collaboration / Stakeholder Communication / Negotiation / NLP

Languages Thai: Native / English: Professional Working