

MELISSA CHOLLASAP

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Age: 35
Sex: Female
Marital Status: Single



EMPLOYMENT

PACE DEVELOPMENT CORPORATION PLC

Sales and Marketing Department

Mar 2010-Present

Senior Vice President, Sales and Marketing Department

Significantly exceeded sales target by achieving 20% average in value more in Luxury Hotel-Branded Residences (Ritz Carlton Residences Bangkok):

- Effectively marketed and sold to an elite group of Thai nationals with a diverse and high-profile mix of background
- Successfully delivered private presentations to high net worth foreigners by focusing on investment benefits viewpoint

Primary Job Duties include:

- Manage Bangkok's most expensive and exclusive Sales Gallery
- Develop the company's Customer Relationship Database (CRM)
- Coordinate, plan and implement local/international Road Shows(i.e Hong Kong, Singapore) with world-class high end property agents i.e. China, India and The Indo
- Report and communicate sales and marketing activities to executive management.
- Work with other Luxury/Premium product or service providers i.e. Cartier, BMW, Private Banking etc on co-events in order to generate PR and potential sales

KASIKORNBANK PLC

Multi-Corporate Business Department
Corporate Business Division

Mar 2008- Feb 2010

Associate Relationship Manager

Specialize in real estate business with experience in diverse set of borrowers including SMEs, brand developers and major deal projects. Successful lending origination clientele list include:

- Top-tier high net worth property development company specializing in retail and residential projects in Bangkok
- International property development company with portfolio in Phuket and Bangkok
- SET-listed leading residential property development company with focus on SDHs and condominiums
- Super luxury JV property development company with mega mixed-use project consisting of retail, boutique hotel and hotel branded residences in central Bangkok district
- Leading industrial estate development company

Primary Job Duties include:

- Responsible for business feasibility analysis
 - Review project business plan and supportive market study analysis as provided by client
 - Analyze project financial capability in borrowing and service obligation
 - Evaluate client's various collateral means and to secure ability to mortgage
 - Propose suitable term sheet conditions considering both bank's credit risk policy adherence as well as meeting client's financial capability and requirements
- Responsible for managing relationships
 - Constantly monitor and manage client's activities and financing needs
 - Coordinate closely with inter-bank departments to ensure full support and approval of proposed financing packages
 - Organize external party (syndication banks) meetings facilitating, as needed, co-rights to financing client's project

PRICEWATERHOUSECOOPERS
 Legal and Tax Consulting
 Tax Department

Mar 2003- Sep 2006

Senior Tax Consultant

Specialize in multi-national financial institutions

Primary Job Duties include:

- Provide corporate tax assistance to companies on a national and international level by advising on the tax implications and assisting their strategic decisions
- Develop alternatives for effective tax structure in order to minimize organizational tax leakages
- Advise on tax and legal compliance-related matters and tax accounting analysis for direct and indirect tax related functions
- Review of the corporate income tax return and tax investigation

EDUCATION

MASTER OF BUSINESS ADMINISTRATION - Sasin, Chulalongkorn University (KASIKORNBANK Scholarship)	2008
ACCREDITED STUDIES - ESSEC Business School, Paris, France (Sasin Exchange Program)	2007
BACHELOR OF BUSINESS ADMINISTRATION - Thammasat University (International Program, Accounting Major, Finance & Banking Minor, Winner of Star Search Case Competition, GPA 3.74)	2003
ACCREDITED STUDIES - University of Texas, Austin, USA (University Exchange Student Scholarship Program, Accounting Major, GPA 3.83)	2002
HIGH SCHOOL DIPLOMA - Sequoya High School, Georgia, USA (AFS Student Exchange Scholarship Program, Receiver of Academic Excellence Award)	1998
HIGH SCHOOL SECONDARY LEVEL - Satit Patumwan Demonstration School (Receiver of Outstanding Science Award)	1997
HIGH SCHOOL SECONDARY LEVEL - Calgary, Canada (AFS Student Exchange Scholarship Program)	1996

INFORMATION IS AS OF July 2015
