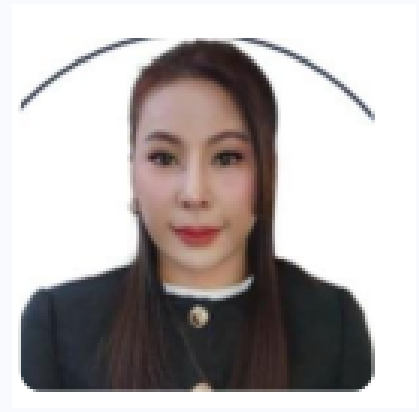


Kanyapat Niemchum

Account Specialist
(Business Development & Outbound Focus)
| Thailand Market|



PROFESSIONAL SUMMARY

Results-driven Business Development professional with 4+ years of experience driving outbound prospecting and pipeline generation across the Thailand market. Proven success in cold calling, engaging C-level stakeholders, and converting both SMB and Enterprise accounts into qualified revenue opportunities. Consistently exceeded sales targets through strategic account targeting, consultative selling, and close collaboration with Account Executives to accelerate deal cycles and maximize revenue impact.

Experience

ACCOUNT SPECIALIST (THAILAND MARKET)

TDCX (SG) PTE. LTD | Dec 2025 - Present

- Drive outbound engagement and pipeline generation by identifying growth opportunities within assigned Thailand accounts
- Conduct cold outreach (calls, emails, LinkedIn) to activate dormant and new business opportunities
- Partner closely with Account Executives to qualify leads and convert opportunities into revenue pipeline
- Engage with senior decision-makers to understand business needs and position digital solutions
- Consistently contribute to revenue growth and account expansion through consultative selling approach
- Analyze campaign performance and recommend data-driven strategies to improve ROI and client spend



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Singapore 310200

Skills

- **Outbound Sales & Prospecting:** Cold Calling, Cold Emailing, Lead Generation, Pipeline Development, Account-Based Prospecting.
- **Sales Execution & Strategy:** Lead Qualification, Consultative Selling, Objection Handling, Territory Planning, Quota Achievement.
- **Account Targeting & Development:** Strategic Account Mapping, SMB & Enterprise Development, C-level Engagement, Stakeholder Management.
- **Tools & CRM:** Salesforce CRM, Pipeline Tracking, Data Analysis & Reporting.
- **Communication:** Executive Communication (Native Thai & Fluent English), Cross-functional Collaboration.

EDUCATION

Bachelor of Arts in Airline Business
Kasembundit University, Thailand
·Honors: Second Class Honors

TIKTOK LIVE - GLOBAL CONTENT QA SPECIALIST (THAI)

TikTok Pte. Ltd. | Apr 2025 - Sep 2025

- Delivered performance analysis and insights to improve product quality and user experience
- Collaborated with cross-functional stakeholders to identify trends and optimize operational processes
- Developed strong analytical and problem-solving skills applicable to data-driven sales environments

ACCOUNT SPECIALIST (SEA & THAILAND MARKET)

TDCX (SG) PTE. LTD | Nov 2022 - Apr 2025

- Managed and grew a portfolio of 100+ SMB accounts, identifying upsell and cross-sell opportunities
- Proactively conducted outbound prospecting and reactivation of cold accounts to drive new revenue opportunities
- Delivered consultative sales approach, aligning digital solutions with client business goals (ROI, conversions, growth)
- Collaborated with cross-functional teams and AE stakeholders to accelerate deal cycles and pipeline conversion
- Maintained strong client relationships, contributing to high retention and continuous revenue growth
- Leveraged data insights to identify gaps, optimize performance, and increase customer investment

GLOBAL SERVICE DESK ANALYST (THAI SPEAKING)

Getronics Solutions (S) Pte Ltd | May 2022 - Oct 2022

- Provided client-facing support, strengthening communication and problem-solving skills with business users
- Managed multiple requests simultaneously, demonstrating strong prioritization and time management

ACCOUNT SPECIALIST (THAILAND MARKET)

TDCX (SG) PTE. LTD | Dec 2020 - Apr 2022

- Supported onboarding and growth of SMB clients through consultative guidance and solution adoption
- Identified opportunities to increase client spend and engagement through performance optimization
- Built long-term client relationships, contributing to account retention and revenue stability

CUSTOMER SERVICE REPRESENTATIVE

TDCX (SG) PTE. LTD | Singapore | Sep 2019 - Dec 2020

- Managed high-volume customer interactions via chat and phone, delivering timely and effective resolutions
- Handled inquiries, complaints, and billing issues while maintaining strong customer satisfaction
- Guided clients through onboarding processes, including product registration and account setup
- Demonstrated strong communication and problem-solving skills in fast-paced environments
- Identified customer needs and provided appropriate product recommendations to enhance user experience

RETAIL COLLECTION STAFF

TISCO Bank Public Company Limited | Bangkok, Thailand | Mar 2014 - Apr 2019

- Managed loan repayment collections for hire purchase and personal loan portfolios
- Negotiated and advised customers on suitable repayment plans, balancing business goals with customer needs
- Built strong client relationships through consistent follow-ups and effective communication
- Demonstrated strong resilience, persuasion, and objection-handling skills in challenging situations