

FROM FINANCE TO FAME: SARALEE'S JOURNEY TO SUCCESS



career goal

job experience

Saralee Prasitdumrong

MUIC Class of 2020

Major: Finance

Position: Actress, Influencer, Founder of Beda Beauty

AUGUST, 2024

FROM FINANCE TO FAME: SARALEE'S JOURNEY TO SUCCESS

GET TO *Know* BAM SARALEE

Hello, my name is Saralee Prasitdumrong, though my friends call me Bam. I am the founder of Beda Beauty, a local Thai brand specializing in skincare products and supplements. In addition, I work as an actress with BEC World and am a social media influencer focusing on beauty, self-care, and lifestyle.

Saralee Prasitdumrong

MUIC Class of 2020
Major: Finance
Actress, Influencer, Founder of Beda Beauty

How did you build your career after graduation?

After graduating, I began my career as a Bank Ambassador. A friend encouraged me to participate in a banking contest, and since I was still uncertain about my career direction at the time, I decided to give it a try. The opportunity to work in a large corporate environment would seem to benefit me because I would learn business management, so I accepted the position. The job experience was amazing and I thoroughly enjoyed performing my duties and the company culture. However, after two years, I decided to return to a field related to my degree in Finance. I pursued a position in finance, namely as an Equity Analyst Assistant at CGS-CIMB, a brokerage firm, where I covered Thai stocks for two years before entering the entertainment industry.



ชีวิตทุกวัย

Could you share stories about your previous job experience before you got into the entertainment industry?

Prior to entering the entertainment industry, I worked as an equity analyst, specializing in the Thai stock market. My responsibilities included communicating with investment bankers, gathering information about companies, and publishing research on new IPO stocks to ensure our corporate clients, such as fund managers, were well-informed before making investment decisions. The role was fun and challenging at the same time. One thing I love most about the job is being among the first to learn about significant global events before they reach the wider public.



What inspired you to start your own business and how did you get started?

My sister and I grew up inspired by our grandmother, who successfully managed a company with over 50 employees. Her accomplishments motivated us to pursue similar ambitions. I love the art of doing business where one can create a company that represents who I really am. As a founder and director, I have full control over the company's outcomes, unlike other roles where one's impact is more limited. My business grew 1000% during the Covid-19 pandemic which proves that if you learn to surf the waves you will be able to survive whatever crises come your way.



What are the next steps in your future career goal? What would you like to be in 5 years?

I always have my life planned out. Every quarter I come back to revise my one-year, five-year, and ten-year plans to ensure that they align with what I am doing at the moment. In five years, I envision transitioning to part-time acting, using it as an opportunity to socialize and relax. My primary goal is to build a robust business focused on social enterprise, aiming to improve the lives of my customers and positively impact those within society.



In your opinion, how would you describe the MUIC learning culture and environment?

The learning culture at MUIC was perfect! I love that there are only a few students in each class, that everyone is encouraged to speak up. The staff, teachers, and advisors were incredibly supportive, and the library offered valuable resources. Overall, the environment exceeded my expectations and provided a nurturing and stimulating atmosphere for learning.



What essential skills have you learned in college that apply to your career?

"Life skills" I would say. While all the courses were engaging and informative, the most crucial skills I developed during my four years in college include adaptability to diverse environments, the confidence to express my ideas, and soft skills such as presentation and public speaking. These competencies have proven highly applicable in real-life situations.



What advice do you have for current students about work-life balance as a full-time student at a university?

Balancing is the key! Life is short, enjoy everything you do and never have regrets. Your time at college is the best time to step out of your comfort zone and try new things. If you succeed, great! If you fail, even better! Always remember that experience is worth more than money, so choose wisely in what you do. Gain as much experience as you can and money will come automatically, and never let go of your GPA because it does matter. Last but not least, LOVE YOUR LIFE!



“ Good things take time,
Great things take time and effort,
Brilliant things take time,
effort and discipline. ”

MOTTO

A woman with dark hair styled in a bun, wearing a white ribbed sweater, is smiling and looking to her right. She is holding a small black object in her hands. The word 'MOTTO' is written in large, white, bubbly letters with black outlines behind her.

BY SARALEE PRASITDUMRONG

Actress, Influencer, Founder of Beda Beauty

Created by

Alumni Affairs and Career Development Group,
Office of Student Affairs