

Wichayamas “Gift” Paekul

She/Her/Hers

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EDUCATION

University of Houston, Hilton College of Global Hospitality Leadership Houston, TX
Ph.D. in Hospitality Administration Expected May 2028
Advisors: Dr. Tiffany Legendre, Dr. Ningqiao Li

Cornell University, Nolan School of Hotel Administration Ithaca, NY
Master of Science in Hotel Administration; GPA 3.86/4.3 May 2025
Major: Food & Beverage Management *Minor:* Food & Agricultural Economics
Thesis: The Effect of Food Safety Information on Consumers' Restaurant Purchasing Behavior
Committee: Dr. Aaron Adalja (Chair), Dr. Bradley Rickard (Member), Dr. Jie Li (Member)

Boston University, School of Hospitality Administration Boston, MA
Bachelor of Science in Hospitality Administration GPA 3.88/4 May 2023
Graduated Magna Cum Laude Honors: Dean's Lists 8/8 semesters

RELEVANT EXPERIENCE

University of Houston Houston, TX
Teaching Assistant, GHL 1320 Foodservice Management August 2025 - Present

- Assist Dr. Legendre with lesson preparation by getting materials ready and record-keeping tasks
- Grade assignment
- Cover three lessons – Human Resources and Revenue Management in foodservice industry

Adalja Research Group, Cornell University Ithaca, NY
Principle Investigator under the advised of Prof. Adalja April 2024 - May 2025
The effect of food safety information on customers' restaurant purchasing decision

- Mapped food safety violations of restaurants in the Tompkin area with the NYC grading scale to create imputed grade
- Designed experimental studies (surveys) – choice experiment, behavioral and shopping behavior
- Prepared materials for IRB submission, advertisement flyer for Prolific and on-campus behavioral labs

Rocks PC (Potato Corner and Khao So I Group Thailand) Bangkok, Thailand
Business Development Intern – Growth & Partnership May - August 2024

- Conducted market research, feasibility studies of new business (steak, frozen yogurt, coffee) and collaboration opportunities (gaming industry, Thai seasoning product) to present to C-level management
- Designed project working model, tracked and monitored project timeline; Khao So I London and coffee projects

- Analyzed sales to find insights, key learning and key improvement of finished collaborated/ NPD projects; some of the projects including Everyday Thai Tea, fried corns, crispy wontons
- Prepared and taught three weeks IELTS (International English Language Testing System) lessons to 2 chefs for Khao So I London project; chefs achieved 1-2 higher bands in the second test

Buick Street Market and Café

Boston, MA

Cashier

September 2021 - May 2023

- Processed over 100 sales transactions per shift and accurately handled cash, credit and points payment
- Arranged store items on shelves on delivery days, restocked inventory, and checked expiration dates
- Answered customers' questions, helped them locate items, and cleaned both seating and store areas

Restaurant Associates at Harvard Business School

Boston, MA

Administrative/ Catering Intern

May - August 2022

- Managed employment of temporary staff; directed work locations, prepared and handled the uniforms, organized and
- submitted time sheets to the assistant controller and outside temporary agencies
- Coordinated 8 on-call student interns' payroll and schedule
- Updated Fall 2022 Menus and Special Events Catering, 2022-23 Stewarding and Butler training manuals
- Administered benchmarking project for retail and catering, researching competitors' pricing to remain competitive
- Oversaw food photoshoot, B2B catering software (Spoonfed), stewarding manual and department's Instagram
- Handled rental orders and vehicles for the Request For Proposal event with director and senior managers
- Facilitated the Plant-Based Catering Pop Up (first pop up after 2 years), planning the logistic and marketing outreach

BU West Campus Dining Hall

Boston, MA

Student Manager

January 2020 - March 2020, November 2021 - May 2022

- Assigned a worked station for each student staff, coordinated break times, and trained new hires on a one-on-one basis
- Prepared ready-to-go meals and cooked food while covering chefs' breaks• Supervised and assisted all student servers, and led the team of 15 to clean front of house
- *Student Server* September – December 2019, September – October 2021
- Served food approximately 100 dished per hour and customized the plates as asked
- Assisted the dish room, stacking dishes, bowl and silverware, and ensured the cleanliness of the space

ZUZU Hospitality

Bangkok, Thailand and Indonesia

Onboarding Specialist, Google My Business (GMB Team)

May - August 2021

- Consolidated the list of the GMB page, and communicated with Google to claim ownership for hotel partners
- Generated QR Code review cards to send hotel partners after GMB pages have been claimed or created
- Created one-page guides for hotel partners to explain the benefits of letting ZUZU manages their GMB accounts
- Coordinated with Thai and Indonesian Partner Support teams to schedule a meeting between the onboarding team, hotel partners and Google

AWARDS & HONORS

- **UH Graduate Tuition Fellowship**, University of Houston, 2025 to Present
- **Royal Thai Government Scholarship**, Ministry of Higher Education, Science, Research and Innovation, 2018 – Present

LEADERSHIP

Graduate and Professional Student Assembly at Cornell University Ithaca, NY
Programming Board Committee Member 2023-2024 School Year

- Organized and executed “Grad Spring Gala 2024,” the largest annual event for 300 graduate and professional students
- Handled the ticket sale of the Gala and worked with the Cornell Conference & Event Services to solve issues

Boston University Hospitality Association Boston, MA
President 2022-2023 School Year

- Created a weekly agenda, scheduled meeting times, and led a team of 6 e-board members
- Promoted organization through monthly club activities such as Alumni Night, Game Night
- Improved Instagram presence (reach 200 users per month) through establishing Linktree, uploading and reposting content, and creating social media schedule for social media coordinator
- Delegated tasks, review and approved event, budget and room reservation requests before submitting to Student Activities Office, Reservation Office and School of Hospitality Administration’s Admin Team
- Oversaw the planning of the two hotel tours, contacting the chartered bus companies, accommodations to stay and hospitality properties to visit

Secretary 2021-2022 School Year

- Took minutes during a weekly meeting and sent a meeting summary to all e-board members
- Led a group of 13 students during the annual 3 days 2 nights NYC Hotel Tour in the fall and a one-day Boston Hotel Tour in the spring or vice versa

BU School of Hospitality Administration Student Government Boston, MA
Secretary 2022-2023 School Year

- Planned and executed activities for all SHA students such as SHalloween, SHAgiving, and SHAliday
- Organized SHAGala, the end of the year plated dinners for SHA students, faculty and friends
- Attended and took minutes during weekly meeting

Boston University HUB Student Advisory Board

Boston, MA

Student Advisory Board Member

2022-2023 School Year

- Selected to be the representative of School of Hospitality Administration (SHA)
- Attended monthly meeting to discuss different strategies to improve HUB experiences (BU version of General Education requirement for undergrads) for the student body, SHA, and international students
- Provided feedback from SHA and international students to the BU Hub coordinator

ADDITIONAL EXPERIENCE

Student Disability Services (SDS), Cornell Health

Ithaca, NY

SDS Proctor for Alternative Testing Program

October 2024 - May 2025

- Instructed students on exam details and serve as a point of contact for students with SDS and faculty, monitoring 1-50 students during 2-4 hours of accommodated exams approximately 2-3 exams per week

Boston University, School of Hospitality Administration

Boston, MA

Hospitality Financial Management Tutor

September - December 2022

- Guided students on concepts in finance, arranging sessions to review Balance Sheet, Income Statement, Statement of Cash Flows
- Communicated and clarifies questions with students after homework submission, prior and after exams

Dean's Host

October 2021 - May 2022

- Provided a one-on-one tour for prospective SHA students and families in SHA building and around BU campus
- Communicated and shared experiences with prospective SHA students both in-person and via email
- Acted as a SHA ambassador in both school- and university-level events

Thai Scholars Online Summer and Winter Program

Brewster Academy, NH

Teaching Assistant

June - August 2020, Winter 2019 and 2020

- Planned and led weekly after-class activities to build community and foster bonding for 30 students
- Graded 30 assignments for Test of English as a Foreign Language prep twice a week
- Provided guidance for 15 students through American college application systems

Kumon

Trang, Thailand

Mathematics Tutor

June - August 2019

- Assisted 5 students concurrently, provided academic support and graded mathematical assignments (logarithmic, integrals, geometry, calculus)

SKILLS

Language: English (fluent), Thai (Native), Korean (beginning)

Computer: Microsoft Office Suite, Google Workspace, Adobe InDesign

Programming Languages: SQL, python, R

Statistical Programs: Stata, SPSS

ACTIVITIES

Member, Hospitality Doctoral Student Association at University of Houston (Fall 2025 - Present)

Member, Services Management Journal Club at Cornell University (Fall 2024 - Spring 2025)

Member, Nolan Research Student Association at Cornell University (Fall 2023 - Spring 2025)

Member, Society for Asian American Graduate Affairs at Cornell University (Fall 2023 - Spring 2025)

Member, Volunteer for Inclusion and Accessibility Club at Boston University (Fall 2019 - Spring 2023)

English to Thai Subtitler for the Rakuten Viki Website (Summer 2021 - Present)

Boston University SHA Student Summer Peer Mentor (Summer 2022)

International Student Peer Mentor, Boston University (Fall 2020 - Spring 2021)

International Student Peer Mentee, Boston University (Fall 2019 - Spring 2020)