

WORK EXPERIENCE ■

Strategic Planner › *Hakuhodo BKK* **Bangkok, Thailand** Current

- Develop strategies to achieve business objectives for clients in auto, finance & FMCG industries
- Research consumer insights to determine key winning points for client businesses
- Play a key role in developing a winning strategy of the pitching project All-New Honda City

Digital Designer › *Vettri Gems USA* **New York, New York** May 2018 - Jul 2018

- Designed promotional contents for company's website and social media
- Created digital contents about gemstones to boost traffic to landing page and e-commerce
- Managed SEM and optimized keywords and description of product listings on ETSY

Creative Director (On-Campus Job) › *UCommunicate* **Cincinnati, Ohio** Aug 2017 - Dec 2017

- Devised marketing plan and ensured proper visual presentation
- Restructured and developed the guidelines for brand identity
- Designed visual collaterals for the clients of the organization

Consultant (Capstone Project) › *The Kroger Company* **Cincinnati, Ohio** Dec 2016 - Apr 2017

- Carried out analytical research on grocery delivery market in L.A.
- Delivered substantial recommendations to VP of Digital Business

Brand Specialist › *Co-work•er Brand* **Bangkok, Thailand** Aug 2014 - Aug 2016

- Created brand guidelines, identity and strategies
- Developed marketing strategies and executed them through physical and digital channels
- Designed pop-up retails that followed brand guidelines for trade show events
- Oversaw consignment contracts with the stockists

Creative Director › *ZAAP Enterprise* **Bangkok, Thailand** Apr 2013 - Jul 2016

- Developed creative solutions and frameworks of the assigned project
- Managed the concept strategy and delivered creative designs which met the goals of clients
- Presented ideas and concepts to clients to gain sponsorship for the projects
- Acted as a point of contact among clients, designers, contractors and fabricators
- Managed the project to ensure that deadlines and outcomes are complete and accurate

Junior Designer › *Farmgroup* **Bangkok, Thailand** Aug 2012 - Mar 2013

- Visualized and designed the concept for events according to creative brief requirements
- Created visual prototypes, diagrams and infographics for communication
- Extended brand guidelines across multiple platforms with moderate design adjustment

EDUCATION ■

MBA Marketing **2017**
University of Cincinnati *Cincinnati, Ohio*

BA Interior Architecture **2012**
Thammasat University *Bangkok, Thailand*

SKILLS ■

 Visual			 Audio		
Illustrator	Photoshop	Premier Pro	Ableton	Garage Band	Logic Studio
 3D&Planing			 Office		
3D Max	AutoCad	SketchUp	Excel	Powerpoint	Word
 Photography			 Language		
DSLR	Digital		English[fluent]	Thai[native]	