

Lily

Pattarada Bhakdisuparit

CREATIVE STRATEGIC MARKETING

Contact Info

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Professional Summary

Creative and strategic marketing professional with a background in design, social media, and content creation. Skilled in executing audience-focused digital campaigns, motion graphics, and multimedia storytelling. Adept at managing cross-functional projects and enhancing brand engagement.

Education

Master of Media and Communication

GPA: 3.68

Swinburne University of Technology, Melbourne, Australia

Bachelor of Arts in Interactive and Multimedia Design

GPA: 3.25

Srinakharinwirot University, Bangkok, Thailand

Skills and Tools

- **Communication:** Internal collaboration communication plan, Effective communication with stakeholders, and communication methods with different audiences.
- **Marketing & Strategy:** Data analysis and visualisation, Digital marketing, Campaign development, Audience engagement, Brand positioning
- **Creative & Design:** Motion graphics, Content production, Storytelling, Video editing
- **Digital & Social Media:** Social media community management, Content marketing, paid advertising planning, Data analytics
- **Project & Client Management:** Stakeholder collaboration, Time management, Team leadership
- **Tools & Software:** Tableau, Power BI, Adobe Creative Suite, Final Cut, Figma, Canva, Meta Business Suite, TikTok Studio, TikTok Business Suite, and Google Analytics

Work Experience

Creative Strategist & Marketing Advisor

RAD Cosmetics Group, Bangkok Thailand : Sep 2025 – Present

- Develop creative & communication strategies, campaign concepts, customer journeys, and content architecture across social platforms, including providing a crisis communication plan to C-level executives.
- Lead creative direction through moodboards, trend research, brand-aligned references, and quality checks for key presentations and partner materials.
- Data Analysis and Insight Generation by using a data-driven approach to unearth unique customer insights and cultural trends that inform strategic direction and build a community base.
- Communicate and coordinate cross-functional projects with clear timelines and workflows, collaborating with designers, influencers, video teams, suppliers, and internal stakeholders.
- Support production and product development by preparing scripts/storyboards, managing shoots, reviewing footage, and coordinating with R&D, OEM, and packaging teams.

Creative & Senior Motion Graphic Designer

VGI Public Company Limited, Bangkok, Thailand : Sep 2017 – Feb 2023

- Lead the creative direction for branding projects, improving audience retention and engagement.
- Produced 2D motion graphics and advertising creatives for Digital Out of Home advertisement.
- Collaborated with business partners on innovative, creative digital advertising concepts, integrating Out of Home media and online media.
- Supported brand and marketing teams with compelling visual communication and strategic objectives.

References

Petcharath Chunha

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