

## *Professional Summary*

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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. Currently completing a Master of Media and Communication at Swinburne University to expand strategic marketing capabilities.

## *Education*

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### **Master of Media and Communication**

*Swinburne University of Technology, Melbourne, Australia*

Expected Graduation: July 2025

### **Bachelor of Arts in Interactive and Multimedia Design**

*Srinakharinwirot University, Bangkok, Thailand*

## *Skills and Tools*

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- **Marketing & Strategy:** Digital marketing, Campaign development, Audience engagement, Brand positioning
- **Creative & Design:** Motion graphics, Content production, Storytelling, Video editing
- **Digital & Social Media:** Social media management, Content marketing, Paid advertising, Data analytics
- **Project & Client Management:** Stakeholder collaboration, Time management, Team leadership
- **Tools & Software:** Adobe Creative Suite, Final Cut Pro, Figma, Canva, Meta business suite and Google Analytics

## *Work Experience*

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### **Social Media Creative Strategist & Community Manager (Freelance)**

July 2017 – Present

- Developed tailored creative content strategies to increase engagement across multiple platforms.
- Delivered social media graphics, videos, and marketing collateral for various campaigns.
- Consulted on branding strategies, leading to increased visibility and engagement.
- Managed multi-platform social media campaigns, leveraging analytics to optimise content performance and drive brand growth.

### **Creative & Senior Motion Graphic Designer**

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

- 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.
- Lead the creative direction for branding projects, improving audience retention and engagement.

## *Additional Experience*

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### **Project Manager – International Volunteer Day**

City of Boroondara Volunteer Resource Centre, 2024

- Lead a student team to produce a high-impact promotional video.
- Coordinated with stakeholders to meet branding and communication objectives.

### **Graphic Designer Intern**

TBWA Thailand – GR8 Team – Jun 2016 – Aug 2016

- Assisted in visual asset development for national campaigns for major client such as McDonalds
- Worked with senior creatives to ensure brand alignment and audience relevance.

## *Customer Service & Event Coordination*

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### **Various Hospitality Roles, Melbourne, Australia | 2023 – Present**

- Developed strong communication and interpersonal skills by engaging with diverse customers in high-paced environments.
- Managed customer inquiries and resolved issues efficiently, improving client satisfaction and retention.
- Coordinated event logistics and promotional activities, enhancing brand experience and customer engagement.
- Adapted quickly to dynamic environments, showcasing problem-solving and teamwork skills under pressure.
- Assisted in promotional campaigns for in-house events, applying marketing knowledge to enhance customer engagement and brand awareness.

## *References*

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### **Peter Gallego**

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### **Josh Calabrese**

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### **Dr.Andrew Lynch**

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