

# Pankaew Boonbaichaiyapruk (Pann)

1360 W 29<sup>th</sup> Street Los Angeles, CA 90007 ♦ boonbaic@usc.edu ♦ (949) 540-8997

## Education

### University of Southern California

Bachelor of Arts in Political Science

Bachelor of Arts in Communication; minor in Cinematic Arts

Los Angeles, CA

*Expected May 2020*

GPA 3.3

## Work Experience

### Kevin De Leon for U.S. Senate Campaign

Los Angeles, CA

*Field Intern*

*August 2018 - Present*

- Participate in Outreach by Phone Banking, Text Banking, and talking to voters face-to-face
- Coordinated Sponsorship from local Democrat clubs as well as volunteers from high schools and college

### J. Walter Thompson Bangkok

Bangkok, Thailand

*Strategic Planner Intern*

*June 2018 – August 2018*

- Assisted in developing strategic plans, from a consumer-centric way of thinking, that led to insightful marketing strategy, brand development, and activation campaigns
- Worked closely with the Account Management team and the Creative staff to align ideas for clients
- Analyzed data from social media platforms to further understand consumers and develop perceptive Communication Strategies

### College Spring

Los Angeles, CA

*Student Mentor*

*January 2018 - May 2018*

- Helped taught low-income high school students with college application by improving their SAT scores
- Developed weekly lesson plans through one-on-one mentoring for students in order to help bolster engagement with the academics

### New TV (Chanel 18)

Bangkok, Thailand

*News Department Intern*

*June 2017 – July 2017*

- Researched local, political and international news and assisted with the Production Process
- Translated news materials from English to Thai and wrote scripted news for live television
- Worked in studio during live tapings and Assisted with graphics and viewer messages

## Leadership and Involvement

### Alpha Phi Omega, National Service Fraternity

*February 2017 - Present*

*Vice President of Membership, Sergeant-at-arms, Pledge Fundraising Chair*

- Volunteered for over 40 hours both on and off campus each semester at 32<sup>nd</sup> Street Elementary School, Homeless Ministry, Monday Night Mission, L.A. Food Bank, etc.
- Coordinated fundraisers and auctions to raise over \$1900 for the chapter
- Hosted around twenty large-scale leadership events and member bonding events with some events having more than 100 members in attendance

### Trojan Visions, Platform

*September 2016 – May 2018*

*Senior Producer, Guest Co-coordinator, Crew Member*

- Volunteered at USC's student-run television network for 6 hours a week
- Contacted and booked guests from the entertainment industry, local LA artists, and Student Panelists
- Facilitated brain storming meetings for student and involved with Content Creation and Public Relations
- Assisted with Technical Directing, Camera Operations, Sound Directing, and Floor Directing

## Skills

**Computer** Microsoft Office, Microsoft PowerPoint, Adobe Lightroom, Adobe Photoshop

**Languages** Fluent in Thai and English

**Photography and Videography** Website: <https://boonbaic.wixsite.com/pannbphotography>