



EXECUTIVE SUMMARY

Creative Marketing professional, service culture enthusiast, striving to reach the best. I have adapted myself to the modern trend of Digital Marketing, Graphic design and modern technologies. People inspiring and a great team player, looking for my next role which will nurture my growth for the greater good and I'm willing to work hard and learn new things.

SKILLS AND EXPERTISE

- Photoshop
- Illustrator
- Team Player
- can-do attitude
- Highly responsible and reliable
- Time Management Skills
- Customer Service

CONTACT ME AT:

Email: Kanyarak.klt@gmail.com
Phone: 090-647-5055
Portfolio: Kanyarak

Kanyarak Klinprasert

CUSTOMER SERVICES, MARKETING

WORK EXPERIENCE

SEO CONTENT SPECIALIST

Minimice Co.,Ltd | Jan 2022 – Dec 2022

- Coordinate with clients about requirement and content demand.
- Create Guidelines of article
- Propose content idea following trend research and best profitable strategy.
- Collaborate with SEO specialist regarding keywords, topic, and content direction.
- Leader of a team able to manage clients' timelines and requests.
- Revise, edit and proofread contents and guideline before handing over to clients, this includes checklist and readability test.
- Collaborate with Graphic Designer regarding graphic and the article mood tailored to clients characteristic and request.
- Lead pre and post content delivery meeting with client to adjust to clients' needs.
- Create and research effective keyword for clients' contents to support my team.
- Presented workflow for clients.
- Format and upload articles for client websites.
- Sound knowledge of Keyword Planner, Ahrefs, Serpstat to research keywords and check the article performance.

CONTENT WRITER

Freelance | May 2019 – Dec 2021

- Research industry-related topics.
- Proofread and edit blog posts before publication.
- Submit work to editors for input and approval.
- Conduct simple keyword research and use SEO guidelines to increase web traffic.
- Identify customers' needs and gaps in our content.
- Ensure all-around consistency and deadlines.
- I'm using photoshop to design the cover of my content

GUEST SERVICE OFFICER

Le Cordon Bleu Dusit Co.,Ltd | Mar 2018 – Dec 2019

Well performing on individual project as well as a part of a team, with deadlines.

- Hardworking, genuine and a people person.
- Organized in workload plan and priorities, able to work under stress.
- Performed a variety of administrative and secretarial duty.
- Secondary assignment in Sales Department to increase revenue.
- In charge of Online Student Services as well as Online Customer Service.

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- Implemented effective marketing techniques and strategies.
- Obtained and maintained high guest satisfactions through extraordinary service excellence.
- Provided excellent customer service and achieved a high rate of client satisfaction and retention.
- As a part of Front office, greetings Guests and provide guidance through the school

MARKETING OFFICER

Hisense Thailand Co.,Ltd | Apr 2016 - Feb 2018

- Assisted in the creation of graphic materials for the use of the marketing department.
- Identified and maximized sales opportunities, and increased customer retention rates.
- Collaborated with cross-functional teams to achieve project goals in a timely and effective manner.
- Worked with the mission of the company in mind and served as a dedicated and enthusiastic part of the sales team.
- Responsibility of Marketing Material stock recording on SAP.
- Responsibility of online sale such as Lazada, Shopee, Facebook.
- Worked closely with project managers and engineers to ensure project needs are fulfilled and budgets are honored.
- Dealing with customers to ensure sales promotions are deployed effectively.

EDUCATION

BUSINESS ADMINISTRATION MARKETING

University of the Thai Chamber of Commerce

GPA 3.54 with honor

COURSES

- Graphic design, Intelligent Design School 2020
- Google Digital Garage 2020
- Wordpress, Intelligent Design School 2021
- Digital Content Writing, Content Shifu 2021
- Unlock Skill UX/UI, UXUI Studio School