



Wanwisa Wechprasith (Nan)

I am a research assistant with excellent experience in advertising, branding, social marketing campaign, including creative content writing skills, and project management. I'm able to take responsibility, make decision, and open minded to suggestion. I'm eager to learn for achieve your business, client's outcome and values the success of teammates as well.

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WORK EXPERIENCE

Creative Copywriter, Cheil (Thailand) Ltd., Thailand

Jun 2015 - Jul 2015

- My great experience started here. I worked as intern of a creative advertising team and created content for Samsung Thailand's product on offline and online media. Learning about creative thinking and how to worked as a part of team.

Creative Copywriter, Prakit Advertising, Thailand

Jul 2016 - Oct 2016

- Created creative storytelling, slogan, radio spot, and content following to target audiences of client's product or brand guidelines that was used in various platform and worked with account executive team.

Creative Content Writer, Atlantic Food, Thailand

Jan 2017 - Feb 2017

- A freelance job, collaborated with digital marketing team. Created contents that promoted brand messages, launched campaign, and provided influencer who related to target audiences through digital platform.

Marketing Executive, YIP IN TSOI & Co. Ltd, Thailand

Mar 2017 - Jul 2019

- Developed in communication for hand-power tools and supplies industry. Especially brand personal, customer service, and also media design skills. My team and supplier visited our retail store to develop product information in every months.

Creative Content Writer, Dee Mee Sook (Unlimited), Thailand

Jan 2020 - Feb 2020

- My second freelance job, involved a local NGO facebook page. Developed a strong content about local food by organic social media marketing. So, I can bring the craziest idea on thier contents to meet the editor's expectations.

Research Assistant, Chulalongkorn University, Thailand

Oct 2020 - Present

- My key responsibility is to support researcher throughout the project. I was collecting both of quantitative and quanlitative research medthodology. I am also conduct on process of literature reviews, questionnaire, interview, including analyze and compare information across multiple sources. Prioritize and time management are necessary for this task.

EDUCATION

Master Degree in Arts Communication,

Chulalongkorn University, Thailand (2019 - 2021)

- Majored in Integrated Communication Management
- Authored a Thesis on "Health belief model of the retirees and reducing sodium intake campaign"; GPA 3.31
- My Thesis attended in a session of Communicating Cities, 2021 APPRREN 5th International Research Symposium, Auckland University of Technology

Bachelor Degree in Arts Communication,

Srinakarinwirot University, Thailand (2016)

- Majored in Innovation Communication Management; GPA 3.20

SKILLS & CERTIFICATION

- Basic in Social Listening tool
- Basic in Adobe Illstrator
- Basic in Adobe Premiere Pro
- Excellent in Microsoft Office Suite
- Certificated in circular design by Office of Knowledge Management and Developmant (OKMD)

PERSONAL INTERESTS & ACTIVITIES

- I am passionate about sustainable development (ex. environment, health&well-being, and equality), to learn and do something better to our society. I often visit to art exhibition or scroll down for food on Instagram and Facebook (@EverydayMarketing.co).