

# Asa Piwkhum

Email: [asap.newmedia@gmail.com](mailto:asap.newmedia@gmail.com)

Mobile: 081-839-7860



## Education

New York Institute of Technology  
M.A. in Communication Art, December 2002

Chulalongkorn University  
B.Arch. in Architectural, May 1998

## Professional Profile

New Media Specialist for both technology and trend | Creative Director with ability to transform concept into reality. | 15 year professional experience producing creative for the Government, Technology, Entertainment, NGO, and private sectors.

## Work Experience

01/01/2014 – Present

**Amarin Printing PCL.**

Bangkok, Thailand

**New Media Director**

- Managing Production & Sales team of 40 staffs
- Working with Amarin publishing brand teams (all 13 brands) develop digital plan including content, campaign, PR & marketing plan, budget, etc.
- Leverage existing media & content for internal & client uses.
- Developing new digital product for Amarin brand and services including online website, ecommerce site, event & fair digital signage, etc.
- Oversee technology sourcing & business partner
- New media & digital training to all Amarin staffs (printing, editorial, designer, PR&marketing)

08/01/2007 – 12/31/2013

**Burda Thailand Co., Ltd.**

Bangkok, Thailand

**New Media Director**

- Develop and run new media team from ground up.
- Working with various departments and management team to develop digital plan including product, campaign, tools, PR plan, budget, etc.
- Develop strategic program and finalizing program activity and budget with client.
- Produced and run integrated campaign for both advertiser and marketing, through customized content (online+offline), digital roadshow/event, social media application, mobile application, etc. Portfolio including works for Beauty, FMCG, IT, Fashion, Finance and Travel industries.
- Planning online media to promote campaign and content through various channels – SEM, Ad Network (both local and international) Social Conversation Tools (SalesForce Marketing Cloud)
- Expanding Burda's content value through digital landscape (HELLO!, Lisa, Wedding) which including digital magazine, online advertorial, content partner, sponsorship campaign, etc.
- Train traditional media Sales team on digital subject, which enable them to sell 360 degree media services to clients.
- Working with Sales and Marketing team to develop sales presentation for potential clients (both existing print client who want to expand to online and digital only project)
- Analyzing the market potential and profitability of various products in the field of online business
- Maintain relationship with partners (content, technology) and seeking opportunities to expand the network.

08/01/2010 – 12/31/2013 (contract)

**New Media Plus**

Bangkok, Thailand

**Sub-Contract Online Campaign Project / Production**

- Understand clients' business and generate new ideas to enhance client online performance by creating brand awareness and engagement
- Strategic planning, production and administration support for 10+ online campaign (microsite, facebook application, mobile application, OOH digital installation) Clients include: PTT, Honda, Snickers, Singapore Youth Council, Party Snack, etc.

06/18/2007 – 12/31/2013

**Department of Animation, School of Science, University of the Thai Chamber of Commerce**

Bangkok, Thailand

**Lecturer**

- Develop curriculum for department of computer animation.

- Class lecturer and thesis advisor on digital design and online marketing subjects.
- UTCC Webometric committees (web ranking for educational institute).

09/15/2006 – 2008

**International Rescue Committee**, Bangkok, Thailand

**Media Officer**

- Lead and manage media teams in the development and production of health, educational, promotional and documentation media tools.
- Provide technical expertise and advice to IRC staff and other organizations requiring support in media, documentation in related fields and work
- Produce training materials and conduct training for IRC and other organizations to increase understanding of media advocacy and communications strategies in context of their work.

06/15/2004 – 02/15/2006

**ASI Asiatic Co., Ltd.**, Bangkok, Thailand

**Graphic Director**

- Working with Thailand and Taiwan Sales & Marketing team to develop project proposal package
- Respond all Asia market for brand image, graphic related design, project proposal, sales & marketing package.
- Implementing architectural and engineering with computerizing technology. The accounts including: Suvarnnabhumi Airport, Suvarnnabhumi Airport Hotel, IT Square, Sahara Hotel: India, New Poly Plaza: China, Pou Chen Cable Net: Taiwan, etc.

03/15/2004 – 04/30/2005

**Enova**, Bangkok, Thailand

**Creative Director**

- Managed the design department of 5 staffs to produce client campaign which including traditional ads, website, presentation, animation, road show, and events.
- Brainstorm with related teams such as Designer, Programmer, Project Manager to gain the potential ideas for clients
- Develop Timeline of the activity by discussing with Designer, Programmer, Animator, Subcontractor to avoid the mislead communication between clients and Internal operation
- The accounts including: AIS, SAMART, ICT, DEP, IMPACT, etc.

07/01/2003 – 01/31/2004

**New York Genealogical and Biographical Society**, New York, New York

**Webmaster**

NYG&B is a non-profit educational institution with purpose is to collect and make available information on genealogy, biography and history, particularly as it relates to the people of New York State. The webmaster goal is to re-design and develop NYG&B website, digitize the record, and being member of education committee to develop the society educational programs.

01/25/2002 – 03/31/2004

**Pink Slip**, New York, NY

**Art Director, Web Manager**

Oversaw and art directed the in-house studio of a woman lingerie and apparel business. Responsible for brand image, resource management, creative direction, and campaign management.

06/12/2000 – 12/14/2001

**World Wide Media Group**, New York, NY

**Web Designer**

WWMG is a full-service advertising and communications design agency, offering complete project management services, including conceptual development, photography, video, design and production. Most clients are up-scale nightlife venue all over New York metro area.

05/01/1999 – 08/30/1999

**Internet Consulting Co., Ltd.**, Bangkok, Thailand

**e-Strategy Consulting**

Analyze the strengths and weaknesses of company's current implementations and recommend ways and improvements so that technology investment matches organization's requirements and objectives. Train staff and senior management on new technology implementation.

03/01/1998 – 12/10/1998

**Cyberia Web**, Bangkok, Thailand

**Web Designer**

Responsible for all clients' sites on both design and coding. Development from site map to final work. Working with programmer to combine design with programming strategy.