

RUNGROJ PREECHAPAKDEE

*Executive Creative Director /
Digital Marketing Director*

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Line ID. nueng-suptar BKK, Thailand

Expertise

360 Degrees Creative Solution



On Air / Online / On Mobile / On Ground

Strategic Ideation & Execution



Experience / Engagement / Involvement

Visual&Typographic Craft



Stunning Copywriting & Art Direction

Digital Thinking & Marketing



Innovative / Interactive / Effective

King of Content



User Centric Storytelling

Queen of UX/UI



User Friendly / Simple Journey

Teamwork Motivation



Team Leader / Mentor / Player / Inspirer

Computer

- Mac/PC
- Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver)
- MS Office (Powerpoint, Word, Outlook)
- Keynote, Pages, iMovie, iPhoto
- Facetime, Skype, Line, Whatsapp

Language

Summary

A copywriting-based EXECUTIVE DIRECTOR OF CREATIVE AND DIGITAL MARKETING who has had 15 years of work experience at Top Leading Advertising Agencies (Ogilvy, McCann, SC Matchbox) and Corporate Sides (Central Group, Shin Corp., Sanook.com, GMM Grammy), focused on holistic idea & strategic -driven Integrated Marketing Communications. I won local and global creative awards (Cannes Lions, Adfest, Adman, B.A.D, TACT) as well as new business pitchings based on the powerful pace of challenging management and teamwork player&mentor.

Creative Award Winnings

- **1 Best APAC Airline Website 2014:** www.thaiairways.com
- **2 Gold Cannes Lions 2013 in Media:** Coca-Cola (Open Happiness IMC Campaign)
- **1 Bronze ADFEST 2011 in Cyber:** TAT (Speaking Translator Mobile App)
- **1 Bronze ADMAN 2011 in Mobile Advertising:** TAT (Speaking Translator Mobile App)
- **1 Best B.A.D 2010 in Banner:** TAT (Speaking Translator Mobile App)
- **1 Cert. B.A.D 2010 in Innovative:** TAT (Speaking Translator Mobile App)
- **1 Gold TACT 2006 in Internet Advertising:** AIS Halloween Campaign
- **1 Cert. B.A.D 2005 in Website Design:** AIS Halloween Campaign
- **1 Best B.A.D 2004 in Website Design:** AIS Branding Campaign

Experience

Sep 2015 -
Present

Digital Marketing Director
GMM Grammy PCL.

Head of Digital Business & Creative Marketing and key member of Senior Management for Total Music Solutions including Artists, Branded Content Creation, Digital Campaigns, Merchandise, eCommerce, Digital TV.

Mar 2015 -
Jul 2015

Executive Creative Director
Edge Asia (Thailand)

Country Head of Creative and Senior Management for Integrated and Digital Marketing Communications. Also, create and lead team to generate the greatest masterpieces (from conception to completion) and pitchings based on holistic ideas and multi-platform solutions.

Apr 2013 -
Feb 2015

Senior Creative Director
Sanook Online Ltd. (Tencent Holdings Group)

Head of Creative Team for Integrated & Digital Marketing Communications who creates holistic ideas and plans creative strategy & user journey as well as directs the creative function so that the environment, team, capabilities, tools, processes, expectations, work style and other elements support the strategic goals and target insight.

Oct 2011 -
Mar 2013

Senior Integrated Creative
Ogilvy & Mather Advertising (Thailand)

Creative & Copywriter Producer for Digital Marketing Communications who creates big ideas, concept boards, storyboards and content plots for Interactive Communications, Experiences and Engagements, providing impactful concepts, thematic visual & copy, creative directions, and leadership for client presentations & new business pitches.

Mar 2011 -
Sep 2011

Creative Group Head
Mcfiva

Head of Creative Team and key member of Senior Management for

Good command of English & Thai

Certificated Training

- **"Digital Creative"** trained by McCann Worldgroup.
- **"Object-Oriented Application using with JAVA"** trained by King Mongkut Institute of Technology Ladkrabang.
- **"2D Animator"** trained by Sipa/IMAGIMAX Co., Ltd.
- **"Creative Advertising"** trained by Amarin Printing Plc.
- **"Professional Web Designer"** trained by NetDesign School.
- **"Customer Service"** trained by Thai Airways International Plc.
- **"The Power of Co-Branding"** trained by Samsung Thailand.
- **"Cannes Winners 2014 & Multi-Screen Marketing Communications"** trained by Marketeer.
- **"Spark Conference for Digital Trend & Marketing 2014"** trained by Thumbsup.
- **"CRM through CEM"** trained by SC Matchbox.

Interest & Passion

- **Real Estate & Retail**
(Architectural/Interior/Landscape Design)
- **Creative Design & Advertising**
(Digitally, Visually/Typographically)
- **Innovative Gadgets**
(Smartphones, Tablet, Google Glasses)
- **Entertainment**
(Movies, Series, Musics, Games)
- **Fashion**
(Models, Dress, Accessories)
- **Health & Sport**
(Spa, Fitness, Backpacking)
- **Food & Beverage**
(Wine, Coffee, Bakery, Spaghetti)

Career Goal

Chief Creative Officer, Chairman

Integrated and Digital Marketing Communications. Work closely with all team (Client Service, Strategists, Graphic Designers, Project Managers, Programmers) to create the best creative solutions and new business pitches.

Mar 2007 -
Feb 2011

Senior Creative Copywriter
McCann Worldgroup (Thailand)

Create Copywriting and Supervise Digital, IMC, CRM, Direct Marketing: Mobile/Facebook App, Online Activities, Websites, Online Banner, eDM, Gamification, Flash Presentation, Multimedia, etc. Create big ideas and key messages for Digital Campaigns, IMC, CRM, PR, Direct Marketing, Radio Spot. Work closely with art directors and strategists to plan impactful communications for each digital touchpoint. Recruit, supervise and manage outsource suppliers.

Sep 2002 -
Feb 2007

Creative Copywriter
SC Matchbox (Shin Corp)

Create copywriting and idea for digital & interactive projects (Website, Online Banner, Flash Presentation, Multimedia, etc.). Act as Online Creative and Webmaster of AIS and Serenade. Create big ideas and contents for the interactive campaigns at AIS Shop, offering monthly privileges and activities via microsite and touch screen.

May 2000 -
Aug 2002

Senior Web Editor
Pop Network (Central Group)

Act as Web Creative Editor, Online Writer/Rewriter, Proof-reader, Co-producer, and Project Manager for multimedia and websites production. Be Online Columnist and Online News Reporter for the entertainment channel (Movie & Music) of the clients and company's portal website. Create, produce and maintain all content of the clients and company's website.

Education

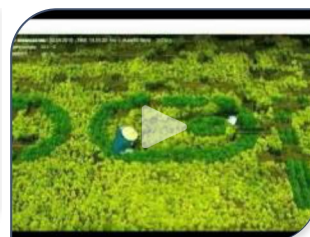
- | | |
|-------------|---|
| 2005 - 2007 | Master of IT Management
King Mongkut Institute of Technology Ladkrabang |
| 2002 - 2005 | Bachelor of Communications Art (Advertising)
Sukhothai Thammatiraj Open University |
| 1996 - 1999 | Bachelor of Arts (Italian)
Chulalongkorn University |

Portfolio

My Top 16 Showcases. For all ones, let me present you in the interview session.



IMC: Spread Good News



IMC: One Email One Tree



Mobile App: Speak Thai



Interactive Movie: Born to C...



IMC: Signature of Response



IMC: Borrow Cruze in 3 Hrs



IMC: Game in the Air



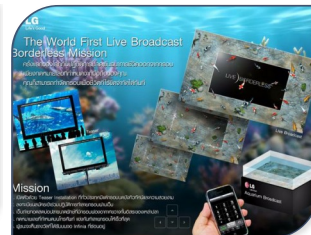
Viral: Flying Bags



Webisode: Postcard from N...



Mobile App: Hair Health Ch...



IMC: I Hate Border



Viral: Unexpected Day



Mobile App: Thai Shine T-S...



IMC: Good Morning Thailand



Interactive Book: Thai Pride