

PHRAPUNPONG"BYRD"KANJANAUNGKOUN

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EDUCATION HISTORY

Institution: Mahidol Wittayanusorn High School (1999)

Qualifications: High School Certificate (Year 12)

Institution: TAFE, New South Wales (2004)

Qualifications: Diploma in IT Network Engineer and IT Certificates

Institution: Bangkok University International College (2009)

Qualifications: Bachelor of Communication Arts (Advertising and Public Relations)

PROFESSIONAL EXPERIENCES

Dentsu Young and Rubicam Thailand

(1st Sep 10 – 25th Nov 11)

Social Media Executive / Client Service

Accounts: Bacardi Thailand

Achievements:

- Managing online weekly communication plans on social media platform, copywriting in term of branding. I was the only one in the team to operate a fan page called "Bat Blast", started from 55 fans and by 12 months we gained 22,000 fans. In the communication plans includes general content and event promotion/ teaser/viral.
- Thinking creatively for online activities/website/mobile applications to drive engagement for events and digital platforms, achieving a huge increase in traffic and consumer database. Such as Bacardi Ghost Shutter (Mobile/Event) for Halloween Party, Bat Blast Thai Moong Party (FB App/Event), DeadMua5 Party (FB App/Event/Thaiticketmajor)
- Operating viral marketing tools, such as EDM, SMS, Banners, Facebook Ads and etc. and analyzing "Click to Rate" to improve of communication.

New Media Plus Co., LTD(29th Nov 11 – 30th June 12)

Online Manager / Social Media Specialist / Digital Communication & CRM Manager

Accounts: Diageo

Achievements:

- Managing a team of 5 people on online weekly communication plans in term of content management and SEO/SEM and seeding for "HIPKINGDOM", analyzing on "Talk About This" and "Reach" which increased in huge number by 300% and growing, also fan page has increased from 50,000 fans to 95,000 fans in 5 months, also working overall on the website content in relevancy.
- Operating Consumer Relationship Management, the main contact to consumers and building relationship as online community, which there are more than 400 – 500 likes and more than 100 posts and comments by consumers and etc.
- Thinking creative ideas and mechanism for event and online activities, created viral marketing (over 200 sharing for each of FB posts) and driving consumers to event and etc.

OgilvyOne Worldwide(2nd July 12 – 30th September 12)

Digital Communication Manager

Accounts: Minute Maid Pulpy, Nutriboost

Achievements:

- Managing account in term of communication, building the buzz on Facebook fan page, and Application throughout digital platform.
- Approaching business for pitching.
- Working with activation to amplify the message from above the line.

ZAP Interactive(6th May – 15 November 15)

Digital Communication Strategist

Accounts: Glico, OMRON, Calbee, Pentel, Hinaya, Sushicyu and etc.

Achievements:

- A consultant in digital strategy, communication strategy and campaign.
- A social Media Planner and creative content.
- Managing and summarize report

Winter Agency

(Present)

Digital Communication Strategist

Accounts: KBank, ONYX and etc.

Achievements:

- Communication Consultant.
- Consumer Insights
- Concept Communication Development
- IMC Strategic Planning

FREELANCE EXPERIENCES

Shark Cool Bite Thailand

Date: May – August 2013 (4 months contract)

Position: Columnist / Digital Expert

Responsibility:

1. Partnership Management

- Contact Partners list (Existing and New)
- Gather raw data to schedule
- Updates
 - Website (Event Updates daily)
 - Instagram (Event Updates daily)
 - Facebook (Event / Music Updates daily)
- Summarize a report in the end of the month

2. Creative Writing

Party

- Facebook Content Writing (Highlight Event)
 - 7 highlight events a month
 - Plus (up to) 5 sponsored events by client

Music

- Facebook Content Writing (Music Update)
 - 4 updates a week

3. Post Event Management

- Select 12 highlight events per month
- Coordinate with organizer/partners
- Prepare for photographer with access
- Edit photos and submit to be uploaded with in 36 hours, 100 photos / event
- Monthly summary report

Others

Date: November 2012 – Nov 2013

Position: Facebook Content Management

- Indian By Nature (Restaurant)
- Czech Trendy Club (Lounge/Bar)
- Bacardi
- Garret Popcorn

Responsibility:

- Creative Writing / Manage Facebook Content Schedule

Date: Current

Position: Event / Party Management

Responsibility:

- Project / Sponsorship Management
- Creative

INTERNSHIP EXPERIENCES

Dai-Ichi Kikaku (Thailand) Co., LTD (2008)

Position/Title: Creative

GMM MEDIA Plc, 94EFM Production Departments (2009)

Position/Title: Creative Event

Dentsu Young and Rubicam Thailand (2010)

Position/Title: Strategic Planning

TRAININGS

GRAPHIC DESIGN (Certificate)

Course Descriptions: Illustrator, Photoshop, AutoCAD and 3D Max

FASHION DESIGN (Certificate)

Course Descriptions: Bag & Shoe Design, Pattern Making

FASHION PHOTOGRAPHY

Course Descriptions: Creative Thinking and Photography Techniques for Commercial

EVENT BUSINESS (Certificate)

NEC by Ministry of Industry, Department of Industry Promotion

Course Descriptions: Event Management

WEB DESIGN (Certificate)

Net Design

Course Descriptions: Photoshop, Dreamweaver, HTML, CSS and SEO

INTERESTS

- Art of Psychology
- Photography
- Event & Party
- Guerrilla Advertising
- Fine Art & Graphic Design
- Innovation & Technology
- Sports
- Travel
- Music
- Blogging
- DJ / Party