CHAWAKIT **PING** ITTIPOONSAWAT

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# A multi-skilled copywriter with good all-round writing, art directions and creative expertise. With the ability to identify and then deal with a client’s needs and then translate them into crisp, compelling, creative and informative copy. Now looking for new and challenging position, Senior CopyWriter which will make best use of my existing skills and experience and also further my personal development.

Working Experience:

**J. Walter Thompson September 1993 – December 1999**

* **Copy Writer**

Responsibilities:   
◦ Learn brand communications   
◦ Understand clients' requirements and perspectives behind the communication   
◦ Brainstorm with the creative team, research team, and related parties to analyze and define the best communication path to promote clients’ Branding most effectively.  
◦ Write copy for various print media like TVC, Radio Spot, newspapers, magazines, brochures; creating brand names and taglines

**Clients** : Pizza Huts, Swensen’s, Citibank, Panya Village, Thai Country Golf Club, Ford, Sunsilk, Lux, Mitsubishi Air Conditioner

**J. Walter Thompson (Regional Department) August 2005 – December 2012**

* **Senior Copy Writer**

◦ Supervise team members about branding concepts and ideas  
◦ Brainstorm with the creative team and research teams, including attend focus group sessions with related parties to analyze and define the best communication solutions.

◦ Prepare all necessary materials and Present the creative ideas and executions to clients

◦ Supervise and Discuss with production team for better solutions: Photographer, Sound mixers, TVC.Directors

**Clients**: Sunsilk, Lux, Mazda, Nokia, Berocca, KitKat, Thai airways, HSBC, OMO

* **Freelance Creative Graphic Designer, Copy Writer, Radio Spot Producer**

**December 2012 - NOW**

◦ Conceptualized new designs for marketing materials both above the line and below the line

◦ Developing designs and logos used for business card, posters, web-design and banners.

◦ Prepared and sent final artwork to vendors to produce

◦ Prepared and produce web imagery for use by various retailers.

◦ Supervise and Discuss with Sound Studio Production team for better solutions

**Clients**: ACCU-CHEK, Bangkok Hospital, Bless Residence

Education:

**Swinburne U. of Technology, Melbourne, Australia April 2000 – April 2002**

Advanced Diploma of Commercial Arts, Electronics Design and Interactive Media

**Srinakharinwirot University, Bangkok Thailand March 1990 – March 1993**

Bachelor of Fine Arts, Faculty of Fine Arts

Skill • Design Software: Adobe Photoshop, Illustrator, Premiere

• Document Software: Microsoft Office suite (Word, Excel, Access, and PowerPoint),

• Excellent communication, Interpersonal, and organization skills

• Strong leadership and analytical skills

• Ability to organize and solve problems