



# Yokin Jantawong

**PAUSE** *the others,* and **RESUME** *on my Resume!*

I'm coming with a skill called creativity with strategy, storytelling, copywriting, art directions, advertising, branding, music marketing, all media & broadcasting. Who is ready to make a thousand of elegant, juicy, and impactful creative workpieces.

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**I always dream that I want to be a Creative since I was 15 years...  
That's why I always love my job :)**

## Experience

Sindhorn Tower 1, Witthayu Road, Lumpkini, Pathumwan, Bangkok, Thailand <i>Jan 2022 - Present</i>	<div>CREATIVE DIRECTOR (Freelance/Consultant) <b>The Leo Burnett Group (Thailand)</b><ul style="list-style-type: none"><li><b>Strolling &amp; Striking</b> overall creative outputs</li><li><b>Hunting</b> for advertising awards</li><li><b>Creating</b> an impact between brand and consumer</li><li><b>Crafting</b> branded storytelling people won't wanna skip</li><li>A few <b>MILLION</b> things that non-Creative wouldn't do</li></ul>Behind the Striking for Brand(s): <b>Nescafe / MG Automotive / Unilever (WALL'S) / etc.</b></div>
CTI Tower, Ratchadaphisek Road, Klongtoey, Bangkok, Thailand <i>Mar 2022 - Feb 2023</i>	<div>REGIONAL CREATIVE MANAGER (1-Year Permanent Contract for Regional Branding Projects) <b>Carro (Thailand) - South East Asia HQ</b><ul style="list-style-type: none"><li>Joined as an only <b>Thai Creative</b> in the <b>Regional Marketing Team</b> from all around South East Asia, worked on every regional branding campaign for <b>South East Asia market</b></li><li>Look after overall <b>Creative directions, Branded storytelling, Branded content, Promotional &amp; Seasonal campaign, Video directing, Music directing, and etc.</b></li></ul></div>
True Digital Park, Sukhumvit Road, Bangchak, Prakanong, Bangkok, Thailand <i>Feb 2020 - Apr 2021</i>	<div>CREATIVE LEAD <b>True Digital Group</b><ul style="list-style-type: none"><li><b>Creative directions;</b> Concept to Completion for all advertising, campaign, movie content, music content, and media for <b>TrueID / True Corporation / CP All Group</b></li><li><b>Copywriting &amp; Storytelling</b> for all advertising, campaign, movie content, music content, and media for <b>TrueID / True Corporation / CP All Group</b></li><li><b>Storyboard conceptual &amp; Narrative script writing</b></li><li><b>Video director, Shooting production,</b> and <b>Director of photography</b></li><li><b>Music jingle composer &amp; Music score selection</b></li><li><b>Voice over (Announcer)</b></li><li><b>Creative for visual &amp; Art directions</b></li></ul></div>
Sathorn Square Building, Sathorn Road, Silom, Bangrak, Bangkok, Thailand <i>Dec 2017 - Feb 2020</i>	<div>REGIONAL CREATIVE GROUP HEAD <b>McCann Worldgroup (Thailand)</b><ul style="list-style-type: none"><li><b>Creative directions to execution</b> for ads &amp; campaign both offline &amp; online for <b>L'Oreal / Maybelline / ENFAGROW</b> regional market (<b>Thailand, Philippines, Singapore, Vietnam, Malaysia, Indonesia</b>)</li><li><b>Storyboard conceptual</b> and <b>Branded storytelling</b></li><li><b>Copywriting</b> for all media both offline &amp; online</li><li><b>Creative for visual &amp; Art directions</b></li><li><b>Music jingle composer</b></li></ul></div>
FYI Center, Rama IV Road, Klongtoey, Bangkok, Thailand <i>Apr 2017 - Dec 2017</i>	<div>REGIONAL CREATIVE (Mid-Senior) <b>J. Walter Thompson (Bangkok)</b><ul style="list-style-type: none"><li><b>Creative concept to execution</b> for ads &amp; campaign both offline &amp; online for <b>FORD Motor Company</b> regional market (<b>Thailand, Philippines, Vietnam, China</b>)</li><li><b>Storyboard conceptual</b> and <b>Storytelling script writing</b></li><li><b>Copywriting</b> for all media both offline &amp; online</li><li><b>Creative for visual &amp; Art directions</b></li><li><b>Music jingle selection</b></li></ul></div>
Tonson Tower, Ploenchit Road, Lumpkini, Pathumwan, Bangkok, Thailand <i>Mar 2016 - Apr 2017</i>	<div>SENIOR COPYWRITER (Creative) <b>Hakuhodo (Bangkok)</b><ul style="list-style-type: none"><li><b>Creative concept to execution</b> for ads &amp; campaign both offline &amp; online for <b>Biore / Senka Perfect Whip / Ros-Dee / Honda / Krungsri Bank / Feather Shampoo / Promise (Personal Bank Loan)</b> regional &amp; local market</li><li><b>Storyboard conceptual</b> and <b>Branded storytelling</b></li><li><b>Copywriting</b> for all media both offline &amp; online</li><li><b>Creative for visual and Art directions</b></li><li><b>Music jingle composer</b></li></ul></div>
GMM Grammy Place, Sukhumvit Road, Klongtoey, Wattana, Bangkok, Thailand <i>Feb 2015 - Mar 2016</i>	<div>CREATIVE <b>GMM Grammy</b><ul style="list-style-type: none"><li><b>Creative concept to Completion;</b> Music video/Radio spot/Advertising/Campaign</li><li><b>Storyboard conceptual</b> and <b>B(r)and storytelling</b></li><li><b>Copywriting</b> for all media both offline &amp; online</li><li><b>Creative for visual &amp; Art directions</b></li><li><b>Music video storytelling</b></li></ul></div>
Phaholyothin Road, Samsen Nai, Phayathai, Bangkok, Thailand <i>Jun 2012 - Feb 2015</i>	<div>CREATIVE/COPYWRITER <b>2fellows/Knight Club (Digital Agency)</b><ul style="list-style-type: none"><li><b>Creative concept to Completion</b> and <b>Copywriting</b> for digital advertising</li><li><b>Storyboard conceptual/Script writing/Press release/Press conference</b></li><li><b>Voice over (Announcer)</b> for infographic videos</li><li>In charge of <b>Video &amp; Music editing</b></li><li><b>Acting coach</b> for concept shooting</li></ul></div>

## Education

Thailand <i>2007 - 2012</i>	BBA. Marketing <b>Kasetsart University</b>
London, United Kingdom <i>2006 - 2007</i>	Arts-Advertising <b>WM Camden College (London, UK)</b>
Bangkok, Thailand <i>2000 - 2006</i>	Arts-Math <b>Saint Dominic School</b>

<div>Skill</div> <div><div>Creative Directions</div><div>Storytelling</div><div>Copywriting</div><div>Art Directions</div><div>Brand Development</div><div>Marketing</div><div>Creative Concept</div><div>Storyboard Conceptual</div><div>Screenplay &amp; Script Writing</div><div>Music Composer</div><div>Music Video Director</div><div>Sound Designer</div><div>DJ Gig</div><div>Columnist</div><div>Voice Over</div><div>Video Editing</div></div>	<div>Language</div> <div><div>English</div><div>Advanced</div><div>Thai</div><div>Native</div></div>
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Behind for Brand(s)	<b>FORD Automotive</b> (Regional) / <b>Enfagrow</b> (Regional) / <b>Nescafe / Unilever (WALL'S) / TrueID / CP All Group / Biore / SENKA Perfect Whip / MG Automotive / Krungsri Bank / Honda / Ros-Dee / L' Oreal / Maybelline / GMM Grammy / etc.</b>
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Certification & Course	<ul style="list-style-type: none"><li>Certificate of Achievement in <b>ISSC (International Study Service Center) USA Scholarship Award Winner</b>, ISSC (International Study Service Center), October 2007</li><li>Certificate of Achievement in <b>iDream Short Film Workshop</b>, Faculty of Fine and Applied Arts, Bangkok University, October 2006</li><li>Certificate of Achievement in <b>Music-Arts Workshop</b> of Satit School of Srinakharinwirot University, Satit School of Srinakharinwirot University, February 2006</li><li>Certificate of Achievement in <b>PMS Drums Contest 2005</b>, Yamaha Music Academy, October 2005</li><li>Certificate of Achievement in <b>Personal Economics, Business Matters and International Marketplace of SET-JAT</b>, SET Junior Achievement Thailand, February 2005</li></ul>
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Yokin's Insight	<b>"Just trying to create branded content people won't wanna skip"</b>
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Yokin's Melody-telling	<div><b><u>Soundcloud.com/yokin-2/yokin-sleepless-summer-night</u></b></div> <div>It's clearly summer in <b>Bangkok</b>, I've made this in the middle of yet another sleepless Bangkok night. Most tracks are easy to listen to, yet provide just the right amount of <b>funk</b> in your step while the <b>silky</b> smooth vocals elevate the <b>mind</b> and <b>body</b>.</div>
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Yokin's Music Video Directing, Storytelling, & Drumming	<div><b><u>Youtube.com/watch?v=TSwsDomAKZs</u></b></div> <div>An <b>'IMAGI-NATIVE'</b> pop love song which I was only just a <b>Music Video Director, Music Composer, Creative Director, Storyteller, and Drummer...</b></div>
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