

EDUCATION

2015 – 2019 Chulalongkorn University Bangkok, Thailand
Faculty of Communication Arts
Majoring in Journalism and minoring in Japanese

WORK EXPERIENCES

Jan 2023 - Present: UX Writer, KTC

UX Writer

- Conduct user research to gain insights from users.
- Create a tone of voice for web/application design.
- Design UI texts for web/application.

July 2022 – Dec 2022: Rs Group, 4th Apple

Senior Content Writer

- Wrote and publish daily gaming articles on Facebook page "Press A"
- Wrote video Scripts for Tiktok channel "Press A"
- Interviewed celebrities in game industry such as SuperBusS (Streamer) or Jxmkt (e-football player)

Mar 2022 – June 2022: La Cabra

Marketing

- Wrote edited and published online daily content to advertise and inform customers about the coffee products to gain customer awareness.
- Initiated online promotion from team conference (maximum price reduction, advertising cost, etc) Selected appropriate Influencers and key opinion leaders (KOLs) to promote the coffee shop.
- Planned and created coffee content to post on social media to increase customer awareness and sales.

Nov 2020 - Feb 2022 Unlockmen

Content Writer

- Generated edited and published the lifestyle news article such as fashion, gadget, health.
- Created the well-researched lifestyle interview articles.
- Generated the new scoop ideas.

Nov 2019 - Sep 2020 The MATTER

Journalist

- Wrote and published the online international and Thai news stories.
- Wrote and published the political interview articles.
- Created the news scoop ideas.

July 2019 – Sep 2019 The Standard POP

Intern

- Wrote lifestyle news and interview articles.
- Took photos for content writing.

ACTIVITIES

2019 Creative Trainee at VMLY&R Young Spark 2019
2018 Journalist Trainee at The MATTER Class: Digital Journalists: เล่าอย่างไรให้สนุก
2017 Content Writer at Chu! Magazine
2017 Content Writer Trainee at Sarakadee camp 13th

SKILLS

Language Skills: Thai (Native), English (TOEIC 820), Japanese (N3)

Computer Graphic Skills: Adobe Photoshop / Illustrator / Indesign

Technical Skills: HTML, CSS, Javascript, Wordpress, UX/UI Design, Facebook Creator Studio, Shopee / Lazada Seller Center, Tripadvisor Management Center