

HELLO, I'M AUR-ANGGOON AIEMPAPHAD

PR/Digital Marketing

89/213 Soi Sukhumvit 64, Phra Khanong Tai,
Phra Khanong, Bangkok 10260

+66 9 2770 9550

me@peach.in.th

www.peach.in.th

facebook.com/apeach0712

twitter.com/apeach0712

instagram.com/mr.peach07

linkedin.com/in/peach1980

ABOUT ME

My nickname is Peach. I graduated from faculty of M.A (Mass Communication Technology), Ramkhamheang University. I have been working in many PR agencies, my areas of expertise are implementation of PR Strategies (both online and offline) based on the client agreements as well as creating news clipping and media invitation.

I have many years of experience in developing PR and marketing communications plans for clients including advertising and public relation research as well as writing press release and byline articles to the target media. I am also familiar with online marketing especially social media with content creation, e-newsletter using a commercial e-marketing system.

I am flexible to work in a team and do not have any problem with it. I can share my opinion and option to get the job done. I like at a challenging job that brings the new experience.



EDUCATION

- 2014 **Master of Arts (Mass Communication Technology)**
2018 Ramkhamheang University, Bangkok, Thailand
- 2010 **Graduate of Diploma of Teacher**
2011 Thepsatri Rajabhat University, Lopburi, Thailand
- 2011 **Bachelor of Science (Computer Science)**
2015 Thepsatri Rajabhat University, Lopburi, Thailand
- 2004 **Bachelor of Business (General Management)**
2006 Thepsatri Rajabhat University, Lopburi, Thailand
- 2001 **Associate of Arts (Journalism and Public Relation)**
2003 Thepsatri Rajabhat University, Lopburi, Thailand

SKILL

Public Relation

4.0

Website Design

4.5

Infographic

3.5

Social Media

4.0

EXPERIENCE

- 2021 **Manager, E-biz Marketing**, Finasia Syrus Securities PCL.
Now Planning digital marketing campaigns, including web, SEO/SEM, email, social media, and display advertising, Maintaining our social media presence across all digital channels, Measuring and reporting on the performance of all digital marketing campaigns. Identify trends and insights, and optimize spend and performance based on the engagement, and Brainstorm new and creative growth strategies.
- 2020 **Digital Marketing**, Centasia Co., Ltd.
2021 Organize various PR and marketing activities both online and offline. Present a variety of marketing communications plans to the company. Create online marketing campaigns on social media to reach the target as well as increase sales for the company through social media channels.
- 2019 **PR & Digital Marketing Supervisor**, BrandNow Co., Ltd.
2020 Prepared press activity for MFT 2019 event, Lalamove project and SEED Symposium 2020 event. Invited medias for press conferences and events. Maintained media relationship and prepared e-newsletter for commercial e-marketing.
- 2015 **Senior Media Relations Executive**, JC&CO Public Relations Co., Ltd.
2019 Organized media relation activities including media monitoring and social media. Invited the economy society, education, and IT media section to the press conference. Maintained office network, web admin, analytics, and SEO.
- 2010 **Administration & Information Teacher**, Banjongrat School, Lopburi
2015 Checked student's information web base on PSIS program, updated student's information in MIS system of school, wrote content activities for the school website and social media. Taught students in the class for the course assigned.
- 2004 **Client Support Supervisor**, MediaBanc Bangkok Monitoring Services Co., Ltd.
2009 Managed the production system, evaluated the employee's operation, approved the overtime schedule, and interviewed any new employees. Monitored news and check MIS report to client.

SOFTWARE

