

# HELLO, I'M AUR-ANGGOON AIEMPAPHAD

## Digital Marketing

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## ABOUT ME

My nickname is Peach. I graduated M.A. (Mass Communication Technology) from Rakhmheang University, I have been working in PR agency, news clipping, social media, media invitation in Economic, IT, Education, Health and online section.

Implement PR Strategy (online and offline) base on the client agreement, coordination all PR activities, developing PR and marketing communications plan for clients include strategy, goals, budget and tactics, advertising and public relation research, writing and distributing press release and byline articles to the target media, coordinating with social media team to engage audiences across traditional and new media, social media and 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 a challenging job that brings the new experience.



## EDUCATION

- 2018 Master of Arts (Mass Communication Technology)  
2014 Ramhamheang 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

- 2020 Now Digital Marketing, Centasia Co., Ltd.  
Marketing planning, choosing advertising and public relations, organizing various activities both online and offline. Presenting a variety of marketing communications. Find new ways of advertising. Create content marketing or social media marketing to enhance the image, increase sales for the company through social media channels.
- 2019 2020 PR & Digital Marketing Supervisor, BrandNow Co., Ltd.  
Prepare press activity for MFT 2019 event, Lalamove project, SEED Symposium 2020 event, invite media for press conference and event, maintain media relationship, prepare e-newsletter for commercial e-marketing.
- 2015 2019 Senior Media Relations Executive, JC&CO Public Relations Co., Ltd.  
Media Relation activities, media monitoring, corporate social media, invite the economy, society, education and IT media to the press conference. Maintain office networking, web admin, analytics and SEO.
- 2010 2015 Administration & Information Teacher, Banjongrat School, Lopburi  
Check student's information webpage on PSIS program, update students information in MIS system of school, write content activities for the school website and social media, teaching the course assigned.
- 2009 2010 Computer officer, Anuban Lopburi School, Lopburi  
Maintain hardware and software computer in school, server, Wi-Fi and job assigned.
- 2004 2009 Client Support Supervisor, MediaBanc Bangkok Monitoring Services Co., Ltd.  
Manage the production system, evaluate the employee's operation, approve the overtime and interview the new employer, news monitoring on printed and check MIS report to client.

## SOFTWARE

