**AUR-ANGGOON AIEMPAPHAD**

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

M: +66 8 1893 5498 E: auranggoon.aiempaphad@gmail.com

**EDUCATION**

**Ramkhamhaeng University**, Bangkok Thailand

* Master of Arts – Mass Communication Technology
* GPAX: 3.50

**Thepsatri Rajabhat University**, Lop Buri Thailand

* 2011-2015 Bachelor of Science – Computer Science GPAX: 2.34
* 2010-2011 Graduate of Diploma of Teacher
* 2004-2006 Bachelor of Business – General Management
* 2001-2003 Associate of Arts – Journalism and Public Relation

**WORK EXPERIENCE**

**Finansia Syrus Securities PCL.** Jan 2021 - Now

Manager, Digital Marketing (Digital Marketing Business)

* Monitored trends in digital marketing landscape and adjusted strategies accordingly.
* Analyzed competitor pages to locate backlink and keyword opportunities.
* Increased customer engagement through social media.
* Continually maintained and improved company's reputation and positive image in markets served.
* Improved website visibility through development and implementation of SEO strategies.
* Executed comprehensive marketing plans that consistently achieved targets for increased revenue.
* Wrote and distributed press releases to increase brand visibility.
* Launched successful digital marketing campaigns that achieved goals for increased website traffic.
* Coordinated with design and media teams to develop high-quality creative assets.

**Centasia Co., Ltd.**  2021 – 2020

Digital Marketing

* Optimized company website to improve engine ranking, user experiences and conversion rates.
* Created reports on digital marketing efforts using analytics tools to track and measure digital marketing success for management.
* Mentored and trained teams in KPI analysis and performance evaluation using Google AdWords and Google Analytics.
* Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.
* Optimized website content and images to improve search engine rankings.
* Monitored and evaluated website analytics to identify trends and opportunities for improvement.

**Brand Now Co., Ltd**. 2019 – 2021

PR & Digital Marketing Supervisor

* Wrote engaging copy for email, direct mail, print and online campaigns.
* Tracked and reported on success of campaigns and public relations efforts.
* Drafted, edited and distributed press releases, media advisories and other public relations materials.
* Created media kits and utilized promotional materials to meet specific strategic initiatives.
* Assisted in developing media strategies and campaigns for client needs.
* Wrote and distributed press releases and social media content for clients and company.
* Maintained and updated media contact lists and databases for ease of access.
* Built strong relationships with media outlets and communications professionals to expand personal network.
* Coordinated media events, photo opportunities and press interviews to drive client engagement.
* Increased awareness of company services and products with implementation of PR strategies.
* Responded to media inquiries, monitored media coverage and created press reports to influence public narrative.
* Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications.
* Monitored media coverage and produced detailed reports to analyze impact of PR efforts.

**JC&CO Public Relations Co., Ltd.**  2015 – 2019

Senior Media Relation Executive

* Managed relationships with third-party vendors and suppliers to establish timely delivery of services.
* Developed and managed content calendars for each platform to establish timely and relevant posts.
* Prepared social media posts and videos with eye for viral content strategies.
* Coordinated media events, photo opportunities and press interviews to drive client engagement.
* Built strong relationships with media outlets and communications professionals to expand personal network.
* Responded to media inquiries, monitored media coverage and created press reports to influence public narrative.
* Engaged in professional networking to maintain strong relationships with communications and media professionals to drive partnerships and effective dissemination of mass communications.
* Coordinated media interviews with organization staff, board members and volunteers.
* Increased revenues and supported business goals by developing public relations strategies and campaigns.
* Drafted press releases detailing relevant newsworthy information and supporting brand image, and worked with news media to spread positions.

**MediaBanc Bangkok Monitoring Services Co., Ltd.**  2004 – 2009

Client Support Supervisor

* Assessed personnel performance and implemented incentives and team-building events to boost morale.
* Monitored employee and customer interactions to assess quality of service.
* Prepared employee schedules for maximum coverage during key hours.
* Coached employees through day-to-day work and complex problems.
* Hired, managed, developed and trained staff, established and monitored goals, conducted performance reviews and administered salaries for staff.

**Extracurricular Activities & Achievement**

* Cloud Computing for Everyone of Chulalongkorn University on Feb 2023
* Exploring Digital Technology Landscape of Chulalongkorn University on Feb 2023

**Miscellaneous**

* Strategic planning
* Staff Management
* Business Development
* Budgeting
* Search Engine Optimization
* Verbal and written communication
* Schedule optimization
* Coaching and mentoring
* Project Management