

HELLO, I'M AUR-ANGGOON AIEMPAPHAD

PR/Digital Marketing

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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 Now Manager, Digital Marketing Business Finansia Syrus Securities PCL.
Strategic planning with marketing team to set guidelines for work, analyze financial investments information attractiveness. Current trends can attract attention leading to content writing and creative graphic design to customers and audience. To take care the content of information and various messages that are used to communicate in the company's channels such as Facebook Instagram LINE of Finansia HERO and including improve website SEO/SEM
- 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



Windows Server

