

EDUCATION

Boston University College of Communication; Boston USA **JAN 2012**
Masters of Science in Advertising

Boston University School of Management; Boston USA **MAY 2008**
Bachelors of Science in Business Administration (Concentration: Marketing & International Business)

Bangkok Patana School; Bangkok, Thailand **MAY 2004**
International Baccalaureate Diploma

EXPERIENCE

JAN '11 – DEC '11: Boston University AdLab; Boston, MA

Art Director / Web Designer

- Designed company website and launched Google AdWords for music producer G.G.Garth Productions
- Designed logo and website for non-profit The Autism Research Foundation's "Athletes 4 Autism" program.

JAN'11 – MAY '11 Cambridge Local First; Cambridge MA

Google AdWords Intern

- Launched and managed multiple Google AdWords campaigns to increase website traffic.
- Consulted on website content changes for search engine optimization.

NOV '09 – MAY '10: Nestlé Thailand; Bangkok, Thailand

Marketing Intern for NESCAFE brand

- Led marketing campaign proposal for NESCAFE's corporate social responsibility initiatives
- Liasied with ad agency to launch the NESCAFE Thailand Facebook Fan Page in January 2010
- Supported brand marketing team with various tasks including preparation for Nestle Sales Conference in January 2010, competitor analyses, and presentations

MAR '09 – JUNE '09: Creative Inhouse; Bangkok, Thailand

Account Management Trainee

- Supported account manager with client contact reports and other administrative tasks
- Assisted creative team with formatting and copy editing of final artworks of Berli Jucker Company and Siam City Cement Annual Report

SEPT '08 – NOV'08: Grey Group Thailand; Bangkok, Thailand

Management Trainee

- Supported new business drive by editing presentations for new clients
- Fulfilled internal research requests by firm to facilitate the Eye on Asia research study in Thailand

JUNE '06: Orchard Advertising Pvt. Ltd (Leo Burnett Group); Bangalore, India

Client Services Intern

- Assisted strategic planner with interviews and questionnaires to gain consumer insight on the Indian online job search market and lingerie category.

SKILLS

Computer: MS Office, Photoshop, Illustrator, InDesign, HTML, CSS, WordPress, Google AdWords
Language: English, Thai, French, Hindi

INTERESTS & ACTIVITIES

BU AdLab, BU India Club, web design, art, photography, reading & member of The Royal Bangkok Sports Club