

Name Surname

Bangkok, Thailand | Email | Phone Number

PROFILE SUMMARY

- Led 250+ team members across 21 nonschool projects, including a \$1.3M (฿40M) series production as a Department Head
- Built businesses with \$16,000 (฿500,000) in revenue, marketing strategies with 1,000,000+ organic reach, and a startup
- Optimized series production workflow, increasing efficiency by 8.91% and saving an estimated \$36,000 (฿1,100,000)

WORK EXPERIENCE

Talent 1 Production (film and series studio) **Jul 2020 - Dec 2020**

1st Assistant Director (film equivalent of the Head of Management Department)

- Led the Management Department and over 60 team members, delegated tasks to 7 other departments, directed up to 300 extras, and solved problems in 2 languages on one of Thailand's largest series production with a budget of over \$1.3M (฿40M)
- Increased production efficiency by 8.91% and saved approximately \$36,000 (฿1,100,000) by taking the initiative to optimize the planning process, outperforming all 3 other professionals previously in the same role as the youngest working 1st AD in Thailand
- Analyzed 16 independent factors to efficiently plan the production, including the availability of more than 70 people, the average time per task for each department, and the ability to complete tasks simultaneously

Project Coordinator with Netflix APAC

Feb 2019 - Jun 2019

- Presented pitch decks to Netflix APAC and supported the team in negotiations in Singapore, closing a 7-digit (\$) licensing deal
- Coordinated between Netflix's American and Singaporean teams, Iyuno-SDI's Malaysian team, and Thai media editing teams through 5 meetings and 268 emails in English to ensure the project delivery met the client's schedule and technical requirements
- Led the digitization of media reports, allowing editors to browse digital records with images instead of a 600-page paper report

Freelance

Jan 2016 - Present

Director, Screenwriter, Producer, Editor, Sound Editor, Photographer

- Led a team of 3 to 40 across 11 projects to earn upwards of \$14,000 (฿450,000) and win 2 national short film awards
- Wrote 2 series, one in production and another in the pitching stage with 2 leading Thai studios expressing interests

LEADERSHIP / EXTRACURRICULAR ACTIVITIES

AsianCrafts (unfunded social impact startup)

May 2021 - Sep 2021

Project Lead

- Led a team of 3 to develop a 'slow' fashion brand that would combine the sustainable and ethical manufacturing of traditional Thai fabrics with modern designs, digital marketing, and e-commerce to create social impact, passing the 1st round at Chula incubator
- Analyzed data from over 40 sources, including representatives of 144 traditional fabric producers and online publications

Student Council of Chulalongkorn University

Apr 2017 - Aug 2017

Vice President of PR and Marketing

- Led a team of 13 to raise upwards of \$3,300 (฿100,000) for social causes by designing, producing, and selling merchandise online
- Analyzed more than 500 data points from interviews and surveys to create digital marketing strategies that achieved a 30% Facebook page growth and 750,000 organic reach in 2 months by publicizing and tackling lesser-known problems students faced

TriamStep (exam preparation book)

May 2014 - Mar 2015

Project Lead and Head of Marketing

- Led a team of 81 to build a business with over \$13,000 (฿400,000) in revenue with only \$50 (฿1,500) spent on paid advertising
- Analyzed market leaders and interviewed more than 100 students to design the value proposition and content marketing strategies

Triam Udom Short Film Club (*Vice President*), **Kangjor thesis screening event** (*Lead Organizer*), **Arts-German homecoming** (*Lead Organizer*), **Triam Udom Sports Day parade** (*Lead Organizer*), **Ainoo freelance filmmaking team** (*Team Lead and Director*)

EDUCATION

Chulalongkorn University

Aug 2017 - May 2022 (expected)

Bachelor of Communication Arts (Motion Pictures Major/Advertising Minor)

- Led 1 of 2 teams hired by Chulalongkorn University for \$3,300 (฿100,000) to produce a PR video
- Selected as top 15 out of over 400 in Thailand's top film competition, outperforming all CU senior year thesis films as a freshman

SKILLS / INTERESTS

Native Thai speaker, Fluent in English (IGCSE scholarship student in Amnuay Silpa School's International Program)

Skills: Problem Solving, Leadership, Marketing, Communication, Storytelling, Data Analysis, Project Management, Presentation

Software: PowerPoint, Excel, Figma, Photoshop, Lightroom, Premiere Pro, Audition, iZotope RX

Exchange student in Germany and Japan

Interests: Avid light novel and webtoon reader, credited Screenwriter, factor investing advocate, London System-only chess player