

Thus Noumong




CONTENT AND SOCIAL MEDIA MANAGER

contact

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 bsdiary  thusn297  thusnoumong

skills

- Editorial writing and editing
- Brand copy
- SEO/Google Analytics
- Social media strategy
- Content strategy
- Brand strategy
- Adapted Photoshop
- Adapted video editing

languages

- Thai Native
- English Bilingual
- French Good Proficiency (B2)

education

MS in Communications 2015-2017
Sciences Po Paris

BA in Journalism and Media Studies 2008-2012
Thammasat University
International program with honors distinction

awards

Emile Boutmy Scholarship 2015

Given by Sciences Po Paris based on academic merit to student outside the European Union

Franco-Thai Scholarship 2015

Given by the French Embassy in Thailand as part of the French Government Scholarship (BGF) for outstanding international students

volunteer

Sciences Po Refugee Help

Communications team | 2015 - 2016

- Create videos for fundraising campaigns
- Take photos at organized activities

experience

Content, Social Media and Brand Strategy Manager

Bonjour Paris | Paris | Septembre 2018 - March 2019

- Content creation, social media strategy and community management
- Strategic planning and branding strategy
- Manage a team of 3 members
- Portfolios: Fauré le Page, Cointreau, Moët & Hennessy, Fred Paris, Cartier and Roger Vivier

Brand Content Designer

Publicis Luxe | Paris | February 2018 - August 2018

- **Biotherm, L'Oréal Group:** Conception of brand and social content for upcoming product launch campaigns
- IMC campaign
- Copy writing for digital media assets including e-biz and video content
- Aqua Super Concentrate Campaign (€1 Million Budget)

Communication Specialist

Wheretoeget | Paris | February 2017 - November 2017

- Editorial content creation for the online magazine
- Community management on the platform to IM+ users
- Content strategy for social media and push notifications
- Google Analytics and social media analytics

Junior Digital Editor

2Magazine | Bangkok | November 2012 - October 2014

- Oversee online platform and social media
- Execute and conceptualize creative online content
- Manage social media and backend channel
- Write English language articles

Digital Planner

McFiva | Bangkok | August 2012 - November 2012

- Accounts: **ThaiBev, Unilever Thailand, Casio Thailand**
- Strategize online and cross-platform campaigns
- Liaise between clients and creative team

PR Account Executive

Arc Worldwide, The Leo Burnett Group Thailand

June 2011 - August 2011 and August 2012

- **Pantene:** Press trip, event organization, media relations, media kit and press release writing
- **Canon Thailand:** Press conference for new product launch and quarterly report