



# THUS NOUMONG (34)

Dynamic Creative Content Manager with six years of expertise in creative and marketing communications strategy across local and global markets. Experienced in 360-degree campaigns, data-driven strategies, and cross-functional collaboration. Proven track record of managing over 10 global campaigns, including Biotherm, Roger Vivier, and Moët Hennessy.

## CONTACT

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## EXPERTISE

Branding Strategy

Marketing Communications Plan

360 Creative Campaigns

Content Strategy & Copywriting

Data-Driven Marketing

Account & Project Management

## WORK TOOLS

MS Office Suite

Slack

Agile

Hootsuite

## LANGUAGE

Thai (Native)

English (Fluent)

French (Intermediate)

## PROFESSIONAL EXPERIENCE

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### Freelance Branding Consultant and Content Specialist

Mar 2021 - Present

- Developed 360-degree communication campaigns in collaboration with partner agencies.
- Created content and event activation strategies with Matichon Academy.
- Provided branding consultation for local beauty and wellness brands.
- Conducted online marketing workshops for Pandora and Decathlon.
- Wrote creative copy for campaigns, including True Move, Chaps CPS, Jaspal, and Royal Ivy Regatta.

### Affiliate Assistant Manager, Mobile Apps Partnerships

Oct 2024 - Jan 2025

ACCESSTRADE Thailand, Bangkok

- Managed and nurtured international media partnerships for mobile applications.
- Activated and optimized affiliate campaigns through data analysis.
- Executed successful financial, gaming, and commerce affiliate campaigns.
- Collaborated with sales and publisher management teams to drive performance.

### Content Manager

Nov 2019 - Mar 2021

GoBear Thailand, Bangkok

- Led marketing content efforts for GoBear Thailand, ensuring key messages and content aligned with the brand's voice across website, SEO blog, Facebook and Line Official Account.
- Developed and planned content strategy and calendar to achieve organic growth KPI including maintaining year-on-year unique users numbers during COVID pandemic.
- Managed communications campaign as Interim Manager prioritizing reach and conversion.
- Managed and edited a team of content writers for SEO articles delivering high-quality traffic and conversion.

### Brand and Content Strategy Lead

Sep 2018 - Mar 2019

Bonjour Paris, Paris

- Conceptualized and created creative campaign pitches based on client briefs.
- Developed evergreen and time-sensitive content calendars to align with brand voice and marketing goals.
- Collaborated with the Artistic Director to craft content strategies for global brands, including Cointreau, Moët & Hennessy, Fred Paris, and Roger Vivier.

**Brand Content Designer (6-Month Contract)**

Feb 2018 - Aug 2018

Publicis Luxe, Paris

- Partnered with the Artistic Director and Strategic Planner to develop an integrated global launch for Biotherm's Super Aqua Concentrate line.
- Conceptualized and created global brand content, along with market-specific content for China, including creative ideation and copywriting for Biotherm.
- Designed the UX for an internal content project for Swarovski and crafted compelling copy for Lacoste and YSL Beauty's global content.
- Researched, analyzed, and presented weekly industry trends to inform strategy and inspire the creative team.

**Community Manager (Internship - Contract)**

Feb 2017 - Nov 2017

Wheretoget, Paris

- Managed and actively engaged a 1-million-strong community on a leading fashion-tech platform.
- Developed and executed social media content and push notification strategies, balancing community engagement, affiliate revenue, and brand messaging.
- Created SEO-optimized articles for the platform's blog and oversaw exclusive content production, including photo shoots.

**Freelance Fashion and Lifestyle Writer**

Nov 2014 - Feb 2018

- Regular contributor for Elle Men Thailand during Paris Fashion Week, covering fashion and lifestyle trends.
- Wrote and photographed editorial pieces, ensuring engaging and visually compelling storytelling.
- Published lifestyle and fashion articles in Elle Men Thailand and The Standard website.
- Translated and adapted press releases and articles for Central Marketing Group.

**Junior Digital Editor**

Nov 2012 - Oct 2014

2Magazine, Bangkok

- Managed the magazine's website, blog, and social media platforms, ensuring consistent and engaging content.
- Developed strategies and coordinated the production of online-exclusive content during photoshoots.
- Monitored social media activity, actively engaging with the audience to drive community interaction.

**Campaign Planning Executive**

Aug 2012 - Nov 2012

MCFIVA Digital Agency, Bangkok

- Strategically planned and developed online campaign pitches for new business opportunities.
- Managed client relationships, ensuring alignment with new business goals and KPIs.
- Collaborated with the Business Director and Creative Department to create and execute campaigns for major brands, including Blend285 and Casio Thailand.

**Public Relations Executive (Internship)**

Jun 2011 - Aug 2011

ARC Worldwide (Leo Burnett Thailand), Bangkok

- Monitored and compiled daily press clippings for key accounts, including Pantene, Canon, and SK-II.
- Wrote press releases, brand interviews, and PR news blurbs for upcoming event launches.
- Assisted in coordinating press conferences and managing talent relations to ensure seamless event execution.

**EDUCATION**

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**Master of Arts in Communications and Creative Industries**

Aug 2015 - May 2017

Sciences Po Paris

**Bachelor of Arts in Journalism and Mass Media Studies (First Honor Roll)**

Aug 2008 - May 2012

Thammasat University, Bangkok (International Program)