



# THUS NOUMONG

Dynamic Content Marketing Manager with 8 years of strong expertise in marketing communications strategy, both local and global knowledge from working at Publicis LUXE, GoBear and MCFIVA. Skilled in 360-degree campaigns and data-driven strategies and cross functional collaboration. Proven track record of more than 10 global campaign accounts such as Biotherm, Roger Vivier and Moët Hennessy.

## CONTACT

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## EXPERTISE

Brand building  
Marcom Strategy  
360 creative strategy  
Account management  
Data analysis

## WORK TOOLS

MS Office Suite  
Slack  
Agile  
Semrush  
Hootsuite

## LANGUAGE

Thai (Native)  
English (Bilingual)  
French (Intermediate)

## EDUCATION

### Master of Arts in Communications and Creative Industries

School of Management and Impact, Sciences Po, Paris

Aug 2015 - May 2017

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

Faculty of Journalism and Mass Communication (International Program)

Thammasat University, Bangkok

Aug 2008 - May 2012

## PROFESSIONAL EXPERIENCE

### Freelance Branding Consultant and Content Specialist

Mar 2021 - Jun 2022

- Consulted and developed 360-degree communication campaign pitch with Mediakeys agency.
- Created and planned content strategy in collaboration with Matichon Academy.
- Planned and led an online marketing workshop at Pandora and Decathlon.
- Wrote creative copy for various campaigns such as True Move, Chaps CPS, Jaspal and Royal Ivy Regatta.

### 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.
- 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 pitch as per client brief.
- Planned an evergreen and time-sensitive content calendar ensuring brand's voice and marketing goals.
- Collaborated with Artistic Director to develop different types of brand content for global accounts such as social media content plan for Cointreau, internal communication platform for Moët & Hennessy, CRM content strategy for Fred Paris and seasonal video campaign for Roger Vivier.

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

Feb 2018 - Aug 2018

Publicis LUXE, Paris

- Collaborated with Artistic Director and Strategic Planner to develop an integrated global launch of Super Aqua Concentrate line by Biotherm.
- Conceptualized and designed global brand content as well as China-market content for Biotherm including creative idea and copywriting.
- Designed UX for internal content project for Swarovski and wrote copy for Lacoste and YSL Beauty global content.
- Gathered, analyzed and presented weekly industry trends and content to the team.

**Community Manager (Internship)****Feb 2017 - Nov 2017**

Wheretoeget, Paris

- Managed and engaged with a community of 1 million users on Fashion-tech platform.
- Planned social media content and push notification prioritizing community engagement, affiliate revenue and brand messages.
- Wrote SEO articles for the online blog as well as managed exclusive content and photo shoots.

**Freelance Fashion and Lifestyle Writer****Nov 2014 - Sep 2017**

- Interviewed and wrote lifestyle and fashion articles which were published in Elle Men Thailand and The Standard
- Translate and rewrote press releases for Central Marketing Group

**Junior Digital Editor****Nov 2012 - Oct 2014**

2Magazine, Bangkok

- Managed the magazine's website, blog and social media platform.
- Strategized and coordinate production of online-exclusive content during photoshoots.
- Monitored and engaged on social media platforms.

**Campaign Planning Executive****Aug 2012 - Nov 2012**

MCFIVA Digital Agency, Bangkok

- Strategic planned and created online or cross-platform campaign pitches for new business briefs.
- Facilitated client relationships maintaining new business goals and KPIs.
- Worked under Business Director to develop new campaigns for various brands including Blend285 and Casio Thailand.

**Public Relations Executive (Internship)****Jun 2011 - Aug 2011**

ARC Worldwide (Leo Burnett Thailand), Bangkok

- Monitored and organized daily press clippings on active key accounts such as Pantene, Canon and Head & Shoulder.
- Wrote press release, brand interviews and PR news blurb for upcoming event launch.
- Coordinated press conference events and talent relationship.