



SANAMDEEP KHANIJOU (สุนลทิพย์ คานิชอ)

Multilingual Marketing & Social Media Specialist | Proven success in content creation, audience engagement, and project management —driving visibility, growth, and client success.

CONTACT

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EDUCATION

**Mahidol University
International College (MUIC)
International Relations and
Global Affairs - GPA 3.53**

Bangkok, Thailand Graduation
Date: Sep 2019 - Mar 2023

**Kozminski University
Business (Erasmus Exchange
Student)**

Warsaw, Poland Graduation
Date: February 2022- Jun 2022

**Wynberg Allen School
Mussoorie**

High School
Mussoorie, India
Date: March 2015 - Feb 2019

SKILLS

- Microsoft Office (Excel, Word, PowerPoint)
- Teamwork and Team leadership, Client - Engagement, Project Management, Content Creation (Canva, Leonardo.ai, Gemini, Bing Video Creator)

LANGUAGES

- English (Fluent)
- Thai (Fluent)
- Hindi (Fluent)

WORK EXPERIENCE

Kitty Collaborations

Executive Assistant & Marketing Manager

Pattaya _ Jan 2025 - Nov 2025

- Managed a portfolio of 10+ clients, leading campaign strategy, branding, and content execution that boosted client visibility and engagement.
- Produced and scheduled high-performing social media content using Meta Business Suite and AI tools (Canva, CapCut, ChatGPT, Gemini, etc.), including a reel that received 8.9k views and increased followers by 20%, significantly expanding audience reach.
- Drove both digital and traditional marketing initiatives, contributing to measurable growth in brand awareness.
- Co-designed and launched pattayaexpat.info, which enhanced the agency's online presence and increased inbound leads by 15%.

Fazwaz

Property Consultant

Bangkok _ Mar 2024 - Jan 2025

- Negotiated rental agreements and conducted property viewings, successfully closing an average of 3 rental deals per month, including a high-value deal of 120,000 THB/month, significantly contributing to rental income growth.
- Built and maintained strong relationships with international tenants, fostering repeat business and referrals through effective client engagement.
- Applied strong problem-solving and negotiation skills to meet tenant needs in a competitive rental market, contributing to consistent growth.

Coconuts Media (Contract)

Project Coordinator

Bangkok _ Sep 2023 - Jan 2024

- Created social media content using Photoshop to promote restaurants during Bangkok Restaurant Week 2023, effectively increasing event awareness.
- Managed and coordinated a portfolio of 60 restaurants, overseeing backend updates, bookings, and customer queries, ensuring smooth event operations.
- Sourced and engaged influencers for promotional activities, driving greater participation and social media reach for BKRW 2023.

MediaMagination Koktail Magazine (Contract)

Assistant Project Manager/Writer

Bangkok _ May 2023 - Aug 2023

- Wrote and published advertorials for major clients including Citi and UOB, along with 20 articles covering travel, arts, and cuisine, driving reader engagement. Example: <https://sanamdeepkhanijou.journoportfolio.com/>.
- Created visual artwork and captions with Canva for 20+ social media posts across Koktail, Thailand's Favourite Restaurants IG/FB, enhancing brand presence.
- Managed a portfolio of over 200 restaurants for the Thailand's Favourite Restaurants project, successfully closing 2 sales and securing sponsorships for the event.
- Assisted in generating monthly Digital Performance Reports, identifying key insights and proposing strategies to boost online marketing effectiveness.

Marriott International (Internship)

Marketing Intern

Bangkok _ Jan 2023 - March 2023

- Managed external agencies and coordinated with 60+ Marriott brands in Thailand, Vietnam & Cambodia for the successful implementation of promotional projects and campaigns.
- Organized media events for 100 + attendees & maintained accurate event attendee recording systems, optimizing event management efficiency.
- Completed a one-week training program at the Athenae Hotel, where I collaborated with the onsite team to craft clear and effective social media captions, improving audience engagement and communication clarity.