

WATCHARAPORN KANSIRISIN

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Bangkok, Thailand

SUMMARY

Marketing professional with over 5 years of experience in content marketing, brand communication, and social media management. Proven expertise in creating bilingual content (Thai & English), executing data-driven campaigns, and developing creative storytelling strategies that connect brands with their audiences. Passionate about driving measurable results through innovative thinking and collaborative teamwork.

WORK EXPERIENCE

Marketing Executive, Westminster College Bangkok (Full Time) Feb 2026 - Present

- Develop and execute integrated marketing and communication strategies across social media, website, email, CRM, and digital channels.
- Plan and manage content campaigns to promote academic programmes, student recruitment, events, and university partnerships.
- Create and oversee bilingual (Thai & English) content, from campaign concepts and copywriting to creative briefs and final execution.
- Collaborate with academic, admissions, design, and external partners to deliver campaigns and events targeting local and international students.

Global Account Executive, HER Dating Application (Remote) Oct 2024 - May 2025

- Manage end-to-end client relationships across industries for in-app advertising campaigns.
- Created media plans and presented advertising solutions to global clients.
- Managed ad setup and delivery using Google Ad Manager and Braze.
- Utilized HubSpot for CRM, email marketing, and client communication throughout the sales pipeline.
- Collaborated with cross-functional teams (sales, marketing, and product) to drive campaign success.

Creative Content Marketing, Plantae Life (Full Time) Sept 2022 - Mar 2023

- Develop and execute creative content strategies for brand's owned media.
- Write, edit, and optimize engaging copy for various channels, ensuring brand consistency.
- Collaborate with design, marketing, and product teams to craft impactful messaging.

SEO Content Writing (Part-time) Jun 2021 - Present

- Write high-quality, SEO-optimized content, including blog posts, articles, and product descriptions for clients from various industries such as hotels, banking, and insurance.

Social Media Specialist, Lexicon Limited (Full Time) Apr 2019 - Apr 2021

- Created bilingual (Thai & English) content for diverse industry clients.
- Managed paid ads (Facebook, Instagram, Google, LinkedIn).
- Executed social media communication strategy with focus on brand storytelling and engagement.

Journalist Intern, True 4U Jun 2018 - Aug 2018

- Responsible for translating and writing international news scripts, and collaboration with production team in a creative position.

EDUCATION	Master in Management Program in Entrepreneurship Management (International Program)	2021 - 2023
	College of Management, Mahidol University Final GPA: 3.58	
	Bachelor of Arts Program in Journalism (Mass Media Studies) (International Program)	2015 - 2019
	Thammasat University Graduated with first-class honored I Final GPA: 3.61	
	Secondary Education	2012 - 2014
	Sacred Heart Convent School	

KEY SKILLS	- Content Marketing Social Media Strategy SEO Writing - Facebook Ads Google Ads Meta Business Suite - Hubspot WordPress Canva - Bilingual Content Creation (Thai & English)
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