

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	Global Account Executive, HER Dating Application (Remote)	Oct 2024 - Present
	<ul style="list-style-type: none">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
	<ul style="list-style-type: none">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 (Freelance)	Jun 2021 - Present
	<ul style="list-style-type: none">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
	<ul style="list-style-type: none">Created bilingual (Thai & English) content for diverse industry clients.Managed paid ads (Facebook, Instagram, Google, LinkedIn).Executed social media strategy with focus on brand storytelling and engagement.	
	Journalist Intern, True 4U	Jun 2018 - Aug 2018
	<ul style="list-style-type: none">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	2021 - 2023
	College of Management, Mahidol University	
	<ul style="list-style-type: none">Final GPA: 3.58	
	Bachelor of Arts Program in Journalism (Mass Media Studies)	2015 - 2019
	Thammasat University	
	<ul style="list-style-type: none">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)