



# THANAKORN MEEPORNPADUNGKIAT

Senior Content Creator

## DETAILS

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Bangkok, 10150

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## SKILLS

- Multi-Platform Content Creation
- Content Strategy
- Editing and Proofreading
- Podcast Audio Editing
- Social Media Management
- Social Media Analytics & Reporting
- Community Management
- Team Management
- AI Integration
- Video Editor (Basic)
- Microsoft Office
- Google Service

## LANGUAGES

- Thai  
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- English  
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## SUMMARY

Content Specialist with 10+ years of experience in driving brand growth across diverse sectors, including Finance, FMCG, and Technology. Proven track record in developing end-to-end content strategies, managing multimedia production, and fostering community engagement. Expert in Audio Post-Production and Data Analytics, with a specialised focus on humanising brands and delivering award-winning social media performance.

## BRANDS I'VE WORKED WITH

- **Finance & Banking:** Krungsri Plearn เพลอ, BAAC (บมจ), AFTERKLASS by KBANK
- **FMCG (Food & Beverage):** The Pizza Company, Calbee, Purra, Sanvo, Delite+, Lin Sweet Creation
- **Consumer Electronics & Technology:** Logitech, Amazfit, Beko
- **Industrial, Agriculture & Home Improvement:** Kubota, Soilmate, Bluescope, REPRO HOME, Alula
- **Government & Public Organizations:** GLO (สำนักงานสภาพัฒนาการเศรษฐกิจและนโยบายแห่งชาติ), สสส. (ThaiHealth), MUIC (Mahidol University International College)
- **Health & Healthcare:** Siribuncha (ศิริบับญชา)
- **Special Projects:** Philip Morris Thailand

## EXPERIENCE

**Senior Content Creator, Mawpim Innovation, Bangkok**  
Mar 2025 — Current

- **Strategic Content Planning:** Developed and conceptualised data-driven content strategies for diverse brands to enhance market presence, audience engagement and conversions.
- **Multisector Content Creation:** Produced high-quality creative content across various industries, including home exteriors (gates), cafes, jewellery (gold shops), medical organisations, and fashion accessories.
- **Channel & Program Management:** Managed the YouTube channel "บอสนพกับบมท" and served as the Lead Producer for "Whyร้อย" a specialised program focused on mental health and psychological insights.

- **Audio Post-Production:** Executed professional audio editing and sound cleanup for the "อนุพันภิบาล" podcast, ensuring premium sound quality and clarity.
- **Team Leadership & Quality Assurance:** Led a creative content team to oversee and refine content production, ensuring all deliverables met high-quality standards before publication.

### **Senior Content Creator, Talka Talka Digital Media, Bangkok**

Sep 2021 — Feb 2025

- **Multisector Content Creation:** Produced compelling and engaging content for diverse industries, including banking, consumer electronics, hygiene products, and government sectors.
- **Cross-Platform Execution:** Developed and managed high-impact content across Facebook, Instagram, X, YouTube and TikTok.
- **Strategic Brand Voice Development:** Established a unique Brand Voice on X (Twitter) to humanise the brand, successfully driving higher awareness and fostering authentic community engagement.
- **Data-Driven Optimisation:** Generated comprehensive social media analytics reports to evaluate performance and inform future content creation.

### **Social Media Specialist, Winter Agency, Bangkok**

Apr 2015 — Jul 2021

- **Multi-Industry Content Expert:** Crafted engaging and high-performing content for various sectors, including FMCG (Food & Beverage), Finance, Electrical Appliances, and Government agencies.
- **Versatile Copywriting & Platform Management:** Experienced in developing tailored content for diverse social media platforms, including writing articles for corporate banking websites based on SEO.
- **Performance Tracking & Analytics:** Proficient in monitoring social media metrics and generating comprehensive reports to optimise content effectiveness.

### **Content Editor, Edge Asia (Thailand), Bangkok**

Aug 2014 — Mar 2015

- **Digital Platform & Community Management:** Spearheaded the management of a bank's CSR platform and dedicated community forum to foster user engagement.

- **Multichannel Content Creation:** Developed and curated strategic content for both official websites and Facebook to support CSR initiatives and organisational goals.
- **Community Administration:** Served as a primary community administrator, overseeing member interactions and maintaining a positive, active online environment.

### **Creative (Internship), Trend Multimedia, Bangkok**

Nov 2009 — Feb 2010

- **Program Development & Channel Management:** Spearheaded end-to-end conceptualisation and media channel optimisation for television programs, including video editing and strategic content distribution.
- **Production & Workflow Execution:** Provided comprehensive on-site production support for shoots, ensuring seamless technical execution and efficient workflow management.

## **EDUCATION**

### **Bachelor of Communication Arts (Broadcasting), Bansomdejchaopraya Rajabhat University, Bangkok**

Jan 2010 — Jan 2014

### **High School Diploma, Suankularb Wittayalai School, Bangkok**

Jan 2003 — Jan 2010

## **ACHIEVEMENTS**

Finalist, Best Brand Performance on Social Media (Bank) – Thailand Social Awards 13

- Recognised for outstanding social media strategy and engagement for Bank for Agriculture and Agricultural Cooperatives (BAAC).

## **WEBSITES AND SOCIAL LINKS**

Portfolio: <https://bossthanakorn.journoportfolio.com/>  
Instagram: <https://www.instagram.com/bossthanakorn>  
TikTok: <https://www.tiktok.com/@bossthanakorn>

## **HOBBIES AND INTERESTS**

- Listen to music
- Watching & play sports
- Foodie
- Lego