



# PANISA PITIGAISORN

CREATIVE WRITER AND JOURNALIST





## PERSONAL PROFILE

---

An experienced writer, translator, and journalist with a demonstrated history of working in the public relations and communications industry. Currently threading through the UX industry, I'm exploring how to apply my creative writing background into practice.

## CONTACT

---

-  Bangkok, Thailand
-  panisa.ptgs@gmail.com
-  (+66) 086 079 4486
-  /panisa-pitigaisorn

## WORK EXPERIENCE

---

### UX Writer | Fourdigit Thailand

2021 - PRESENT

- Write clear and concise content (including labels, microcopies, navigational elements, interface language, and detailed UX guidelines)
- Audit and curate content strategies across platforms
- Work to develop brand's tone of voice, content, and persona as a part of the UX design system

### Content Manager | Neo Target

2018 - 2020

- Write, edit, translate, and co-design PR contents (including press releases, factsheets, advertorials, and digital contents)
- Coordinate with clients and vendors while managing detailed project timeline and work plans
- Devise communication plans, activities, and strategies for clients from various industries

### Bilingual Writer | Bangkok Post Group

2017 - 2018

- Write, edit, and translate promotional supplements, advertorials, special publications, and other marketing contents in Thai and English
- Conduct researches and interviews in different circumstances
- Attend press conferences and events in order to produce concise and accurate reports or creative pieces accordingly

### Intelligence Analyst | Global Rescue South Asia LLC

2014 - 2016

- Continuously monitor security situation across the globe to analyze pertinent media sources for relevant content in accordance with established reporting thresholds
- Deliver high-quality customized reports that assist corporate decision makers in regards to foreign environments



# PANISA PITIGAISORN

## CREATIVE WRITER AND JOURNALIST

### PERSONAL INFO

---

**Date of Birth:** 5 Jan 1990

**Nationality:** Thai

**Marital Status:** Single

### TOOLS

---

- Microsoft Office
- Google Workspace
- Facebook Business Suite
- Keynote
- Canva
- Figma
- Miro
- Asana
- Trello

### EDUCATION

---

**Auckland University of Technology (AUT)**

Master of Creative Writing | 2013 - 2016

- Second Class Honor

**Thammasat University**

Bachelor of Business Administration | 2008 - 2011

- First Class Honor

### SKILLS

---

- Exceptional English skills, including professional writing and translating
- Strong research and analytical skills
- Experienced with project management
- Experienced in devising creative marketing campaigns and strategies
- Familiar with SEO and Social Media Marketing
- Quick-learner, problem-solver, critical-thinker

### HOBBIES

---

- Reading
- Writing
- Cooking
- Traveling

### INTERESTS

---

- UX Research and Design
- Sustainable Development
- Philosophy and Humanities