

# Portfolio

Nichapa Thongchang 2023



Selected works 2021 - 2022  
Content Marketing and Data Analyst Portfolio

# About Me




Marketer / Data Analyst


Hello, I'm Beem - a *Marketer* who loves to learn about new things.

I'm interested in all a aspect *Marketing* and *Data Analytics*.

As a Marketer, I always use data to drive campaigns or projects and I believe being *logical thinking* can drive growth of the company.

# Contact

 Bangkok, Thailand

 092-285-870-2

 nichacallb@gmail.com

# Education

**2016 - 2019**

Current GPA : 3.76

First-Class Honors, Gold Medal

Panyapiwat Institute of Management  
and applied Communication Arts.

# Language

TH - Advanced Level

EN - Basic Level

# Skills

- Logical Thinking
- Critical Thinking
- Adaptability
- Complex Problem Solving
- Public Speaking

# Tools

- Google Analytics
- Google Ads
- Google data studio
- Excel and Spreadsheets
- Ahrefs
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe After Effects

# Work Experience

**Com7 Public Company Limited 2023**

2023 | **Online Marketing Officer** - Business Unit (BB Beyond D-Box)

**LINEMAN Wongnai co. ltd 2020 - 2023**

2022 | **Media Marketing Executive** - Product Team

2022 | **Content Performance Analyst** - KOL & Initiative

2020 | **SEO Content Project Management** - Wongnai Platform

**Internship 2016 - 2019**

2018 - 2019 | SEO Content Editor - Wongnai Media co. ltd

2017 | Graphic Designer - Mello (CH3Thailand)

2016 | Writers - All Magazine (CPAll)

# License and Certifications

Marketing Foundations: The Marketing Funnel - LinkedIn Learning

Learning PPC with Google Ads - LinkedIn Learning

Mastering Google Data Studio - Skooldio

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Performance Analyst

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Project Management

*Project: Creator Next Gen '22*

Content Performance Analyst

*Lifestyle Content (Personal Channel)*

Content Creator

*Design Works*

Graphic Designer

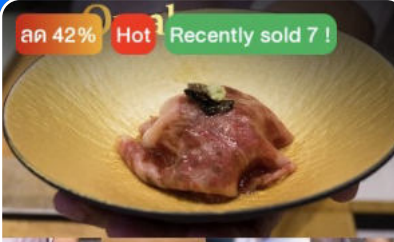
M LINEMAN wongnai

# BANGKOK

RESTAURANT WEEK

*Since 2015*

ลด 42% Hot Recently sold 7 !



**Course Nagatuki คอรัสโอ...**  
Omakase Ten

🔥 Sold 664 ~~฿3,500~~ **฿1,999**

M LINEMAN wongnai

BANGKOK RESTAURANT WEEK Since 2015

## EXPERIENCE THE BEST

ประสบการณ์ มือพิเศษ

NET PRICE: 799฿ | 1,299฿ | 1,999฿



ลดพิเศษ 3 วันแรก 1 - 3 ตุลาคม 2565

บัตรเครดิต **citi** ลดเพิ่ม **18%** | ลดเพิ่ม **15%** | ลูกค้าใหม่ โบนัส **EARLY15**

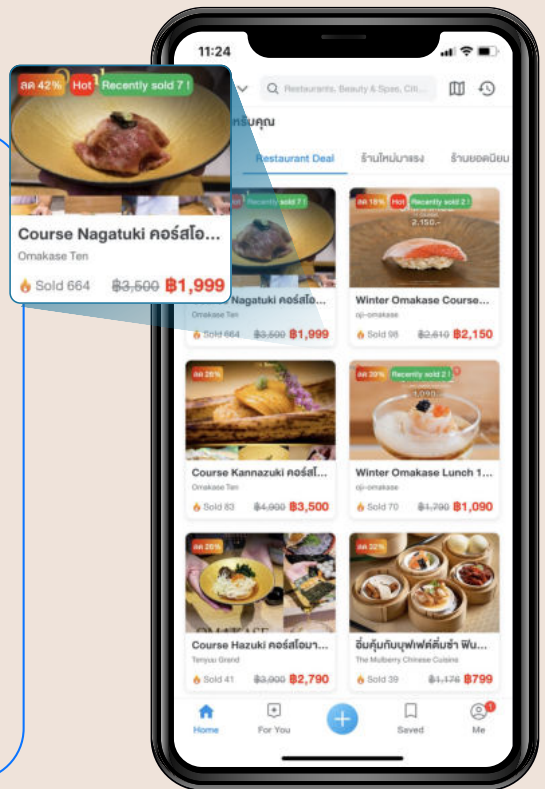
REDEEM : 1 ตุลาคม - 15 ธันวาคม 2565

Buy & Redeem at Wongnai.com

*Project: Bangkok Restaurant Week 2022*

*Media and Performance Marketing*

"Bangkok Restaurant Week 2022," by LINE MAN Wongnai co. ltd, is a great food festival that has been running for 7 years. Selling great discounts to customers through the application.



**Project:** Bangkok Restaurant Week 2022

**Role:** Media and Performance Marketing

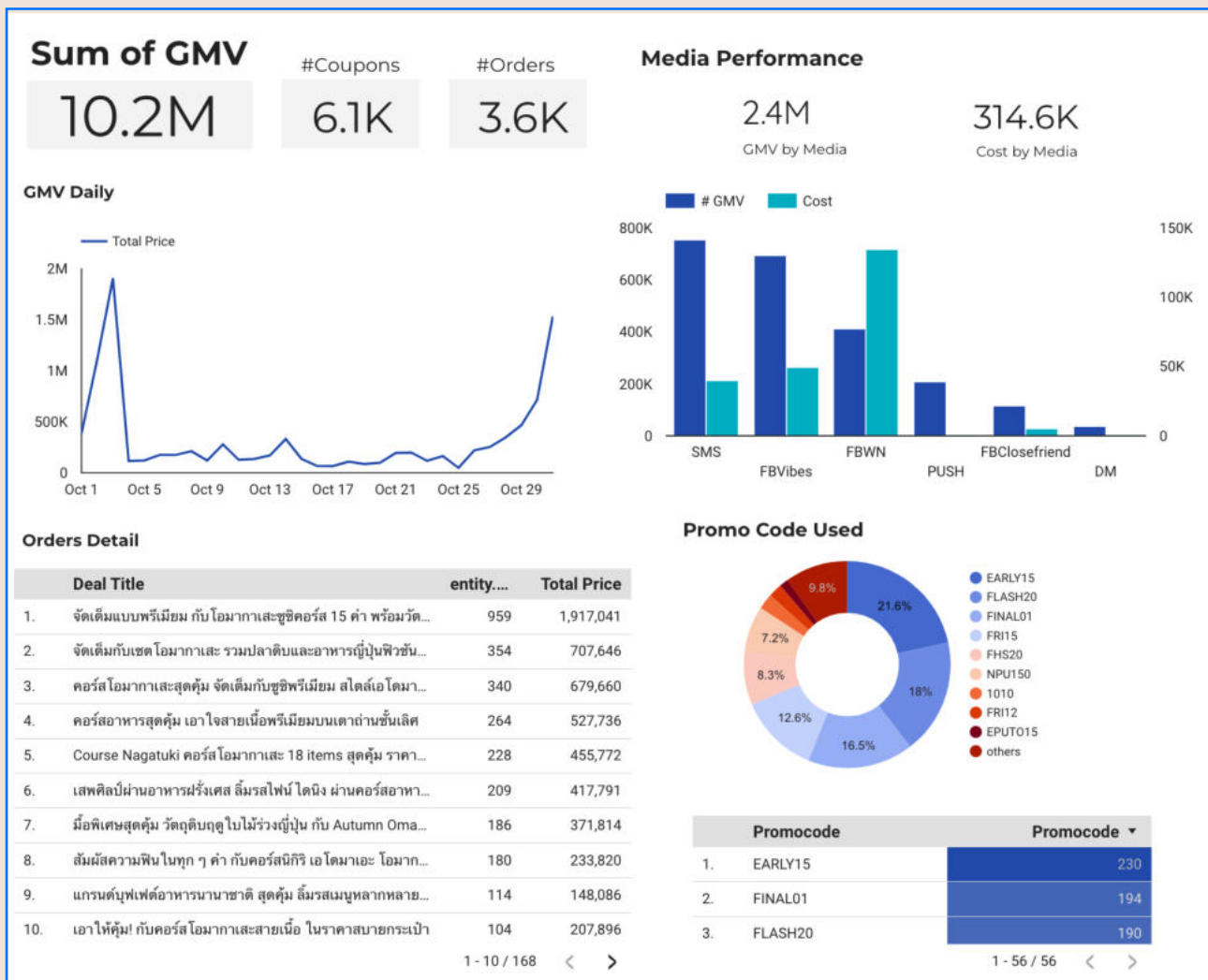
**Period:** 1 - 31 Oct 2022

**Objective:** Increase sales **9M GMV target**

**Scope of Work:**

- Marketing and Communication Plan
- Media & Data Strategy
- Budget Allocation Strategy
- Performance Analysis

**Results:** Within a month, the 10.2 million GMV goal was achieved with only 314.6K marketing costs. (31% ROAS)



# Communication Media Example

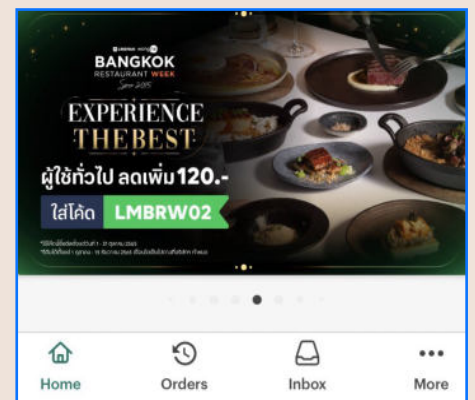
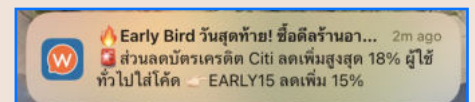
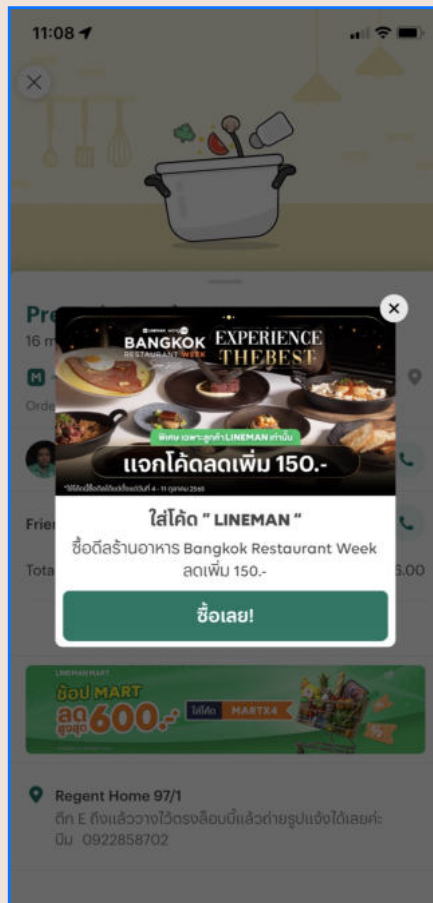
## personal promotion via SMS



## Social Media Content



## In-App Communicate





*Affiliate [วงในบอกโปร]*

Performance Analyst

'Wongnai Bokpro' join the Affiliate Program and become an advertising agent to drive sales for merchants and partners. Our partner is Lazada & Klook.

**Project:** Affiliate [วงในบอกโปร]

**Role:** Performance Analyst

**Period:** Sep - Dec 2022

**Objective:** Increase commission and orders

**Scope of Work:**

- Performance Analysis
- Content Performance Analysis
- Key Strategy Planning



**Results:** In four months, Wongnai Bokpro has earned a commission of 226.5K baht, 19.1K orders, and hit a new high target twice.

### Affiliate Performance Q4 22'

#### Metric Defines

1. Payout = Commission / รายได้
2. Order Amount = GMV / ยอดขายรวม
3. Aff Sub ID = Ad Name (โน้ตตารางหมายถึง 'จำนวน Orders')

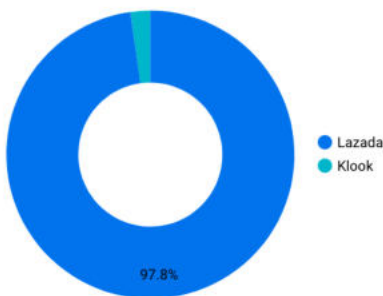
Data Source: [Affiliate Performance](#)

Commission (THB)  
**226.5K**

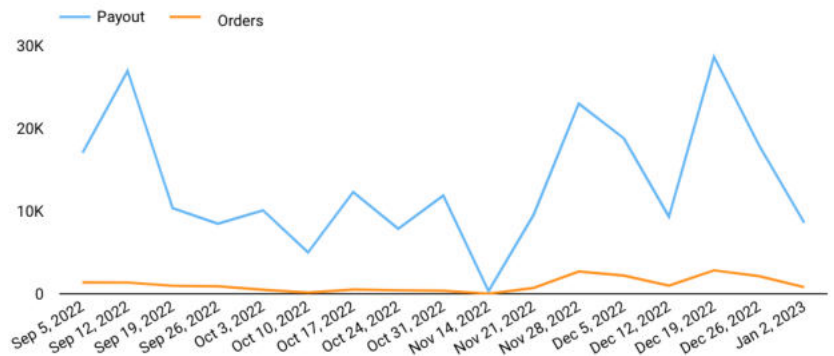
GMV (THB)  
**5.3M**

Order  
**19.1K**

#### Commission Ratio sort by partner



#### Weekly Sales Report



#### Top Order

Partner	Aff Sub ID	Payout ▼	Order Amount	Aff Sub ID
1. Lazada	WNPromo-Camel	22,384.12	404,218.08	2,824
2. Lazada	WNPromo_Minibus_washer	21,168.55	523,338.78	2,253
3. Lazada	WNPromo-Sabina	11,314.5	251,345.55	1,878
4. Lazada	WNPromo_Bin_bag	8,992.48	182,244	1,038
5. Lazada	WNPromo_Treadmills	8,490.42	192,071.47	1,109

Affiliate Content Example


**วงในบอกโปร**  
 October 25, 2022

วิวเนยชีสโทสหาชมบั้งงง!! 🍞  
 ปีกหมูชิ้นทั้ง อร่อยจนต้องบอกต่อ! เนยชีสโทสสุดปัง ทาขนมปังแล้วจึงกระทะ กรอบ หอมชีสสุดๆ น้ำไม่ไหล 🍷 ความอร่อยคือเต็ม10000000ไม่หักเลย สลากชีสห้ามพลาดเด็ดขาด 🍷

📌ลดราคาเหลือ 129 บาท รีบไปตำกันเร็วววว!  
 📌พิกัด... See more



**รีวิวเนยชีสโทส**  
**หอม กรอบ อร่อย**  
**เหมือนหมอบั้งจริง**


 Lazada


**วงในบอกโปร**  
 August 23, 2022

โค้ชเรื่องล้างจานต้องกด! เครื่องล้างจานมินิ แต่คิดไว้กับซิงค์! ให้น้องป้อยตัดสินใจหาความสะอาดที่ไม่ต้องล้างเองแล้วที่นี้... สบายสุดๆ บอกเลออออ~

📌ราคา 410.- (ปกติ 600.-)  
 📌พิกัด Lazada : <https://wongnai/og60v>

\*ลิ้น... See more



**ไม่ต้องล้าง!**  
**เครื่องล้างจานมินิ**  
**410 บาท**

เพียง 600 บาท  
**วงในบอกโปร** #Lazada


**วงในบอกโปร**  
 October 10, 2022

ไม่มีร้านซักผ้าอีกต่อไป! เครื่องซักผ้าพร้อมบั้งแห้ง 🍷 ขนาดเล็กกะทัดรัด ซักผ้าได้อย่างมีคุณภาพ พร้อมระบบบั้งแห้งในตัว ปังไม่ไหล! 🍷

📌พิกัด Lazada : <https://wongnai/21PYVA>

\*สินค้ามีจำนวนจำกัด  
 \*ราคา... See more



**ลดมากกว่า70%! 🍷**  
**เครื่องซักผ้ามินิ**  
**พร้อมบั้งแห้ง 2 IN 1**  
**650 บาท**

ปกติ 2,299 บาท  
**วงในบอกโปร** #Lazada


**วงในบอกโปร**  
 November 28, 2022

หูฟังสไตล์Y2K ลดหนัก57% 🍷 คู่ที่ดีที่สุด นำเทรนด์กว่าใคร ห้ามพลาดเด็ดขาด หูฟังทรงนี้ที่ใครๆก็ต้องใช้ ถ้ายุโรปก็ให้ แต่ตัวก็เรส จะพลาดได้ใจ 🍷

📌ราคา 495 บาทเท่านั้น (ปกติ 1,160 บาท)  
 📌พิกัด Lazada : <https://wongnai/21QAtx>

\*ลิ้น... See more



**ลด 57%**  
**วัยรุ่น Y2K จำเริญ**  
**Lenovo หูฟังไร้สายหูฟังบลูทูธ**  
**ลดเหลือ 495 บาท**

ปกติ 1,160 บาท  
**วงในบอกโปร** #Lazada



*SEO Content | Cooking*

Project Management

SEO optimization for Wongnai Cooking articles such as food tips, recipes, and evergreen content have the objective of increasing traffic, page ranking, and the quality of content.

**Project:** SEO Content | Cooking Article

**Role:** Project Management

**Period:** 1 - 31 Oct 2021

**Objective:** Drive SEO traffic and ranking to Wongnai Cooking (Website)

**Scope of Work:**

- SEO site audit and keyword optimize
- Improve article for page ranking
- Delegate task and seo checklist to outsource

**Results:** After revised and optimized the article, the page ranking growth rate was 54.87% higher than before we started the project. and traffic growth of 121.98%

Week	Count of Ranking 1-3	Count of Article Revise	GrowthRate%
30 Sep 2021	39	113	34.51%
15 Oct 2021	62	113	54.87%

Week	Avg. %CTR	WinRate%
30 Sep 2021	7.10%	0.68%
15 Oct 2021	7.78%	

after 15 days

Week	Sum of Traffic (Weekly)	GrowthRate%
30 Sep 2021	50,028	121.98%
15 Oct 2021	61,025	



 LINEMAN wongnai



*Project: Creator Next Gen '22*

Content Performance Analyst

Creator Next Gen is a project that began with the objective of increasing engagement and traffic to the Wongnai Channel. By the way, Wongnai collaborates with famous creators.

**Project:** Creator Next Gen '22

**Role:** Content Performance Analyst

**Period:** Mar - July 2022

**Objective:** Increase engagement and traffic to Facebook channel of Wongnai

**Scope of Work:**

- Content Performance Analysis
- Suggest content idea to my teams and creator
- Improve content quality

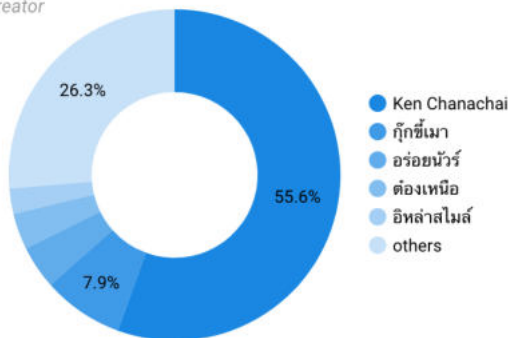
**Results:**

Within five months, the Creator Next Gen project generated a total of 18M video views, 2.3 million engagements, and a new high of 4M views within one week.

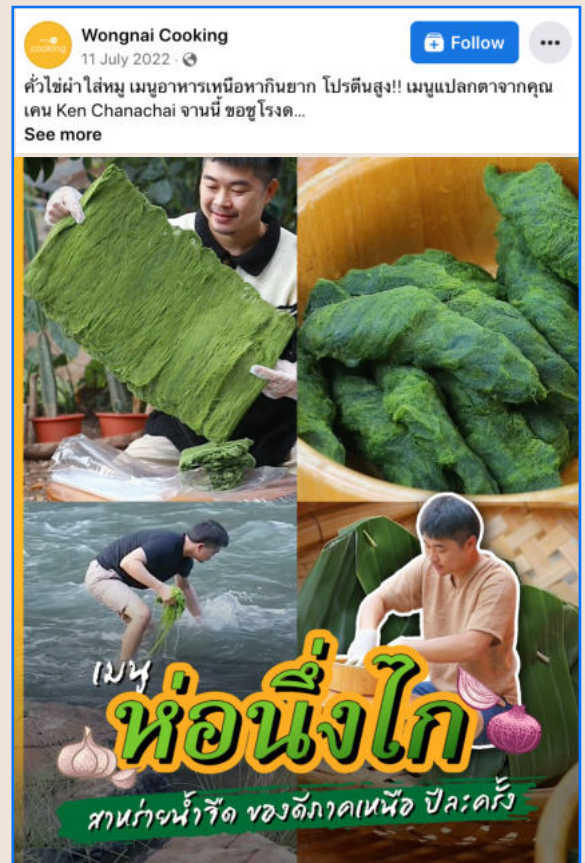
### Creator next Gen 22' Performance

Count of Content: 213      Engagement: 2.3M      Video Views: 18.5M

Ratio of Video Views  
sort by Creator



KOL/Creator n...	View 3 se...	View 1 minute	Engagement
1. Ken Chanachai	4,384,937	1,514,215	586,599
2. กุ๊กซีเมา	620,219	100,905	148,290
3. อร่อยนัวร์	335,514	59,200	45,681
4. ต้องเหนือ	276,815	33,213	47,618
5. อิหล่าสไมล์	195,676	16,554	18,757





# Lifestyle Content

( Personal Channel )

Content Creator

@nininica



7 Following | 96 Followers | 10.2K Likes and saves

nininica

กรุงเทพมหานคร | openlink.co/nininica

นากอยากเป็น Reviewer

## Lemon8 nininica

Create lifestyle and review content published via personal channel on Lemon8 platform.



The grid shows four posts from the Lemon8 channel 'nininica':

- Post 1:** A pair of white sneakers with the text 'My favorite shoes % สูงขึ้น 5 ซม. ✨ ในราคาค้นถึกร้อย' (My favorite shoes % I'm 5cm taller ✨ for a hundred-dollar price).
- Post 2:** A hand holding a white insulated cup with coffee, with the text 'แก้ว กัน หก! ☺ สีขาวมินิมอลมีใจ' (Six-layer insulated cup! ☺ White minimalist with heart).
- Post 3:** A desk setup with a laptop and a chair, with the text 'พิกัดโต๊ะทำงาน ๗ มินิมอลมีใจ' (Work desk location 7 minimalist with heart).
- Post 4:** A close-up of a makeup palette with the text 'สวยแพงในราคาค้นถึกร้อย พาเลิกกันตู่!' (Beautiful and expensive for a hundred-dollar price, stop arguing!).

nininicha\_ 9+



898 Posts | 611 Followers | 509 Following

ninicha she/her  
everything better with coffee  
@mao.01.06  
@nicha.proj

Metro Boomin, Future · Too Many Nights (feat....

## Instagram nininicha\_

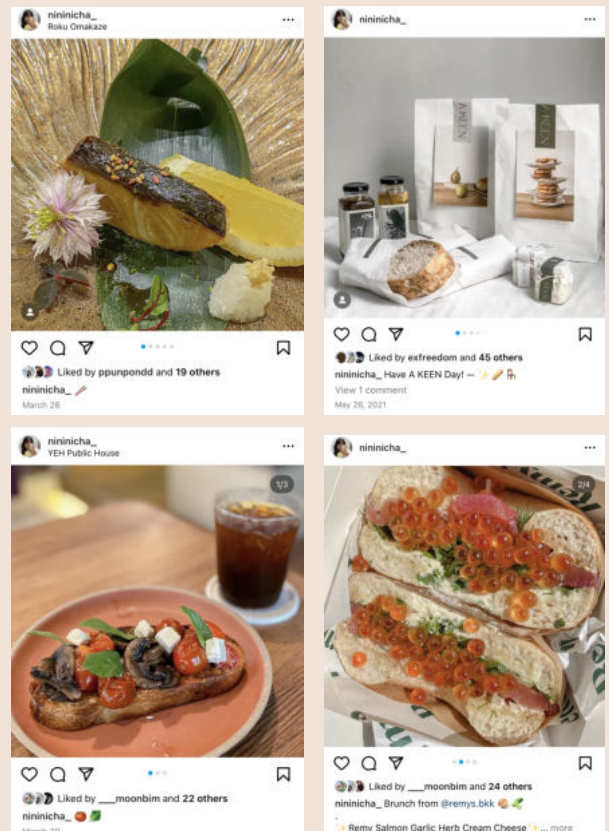
Published foodie and cafe content via personal channel on Instagram platform.



The grid shows four Instagram Reels by 'nininicha\_':

- Reel 1:** A collage of bagels with the text 'MY FAVORITE Bagels' and 3,616 views.
- Reel 2:** A person sitting at a table by a window with a view of trees, with 2,440 views.
- Reel 3:** A person holding a coffee cup with the text 'erberus' and 2,440 views.
- Reel 4:** A close-up of a coffee cup with the text 'erberus' and 2,440 views.

Reels



The grid shows four Instagram Photo posts by 'nininicha\_':

- Photo 1:** A plate of food with a salmon fillet and vegetables, with 19 likes.
- Photo 2:** A coffee cup and a bag of coffee, with 45 likes.
- Photo 3:** A plate of food with a salmon fillet and vegetables, with 22 likes.
- Photo 4:** A plate of food with a salmon fillet and vegetables, with 24 likes.

Photo



Design Works

Graphic Designer

Social Album

Content tie-in delivery service on Wongnai Local Page



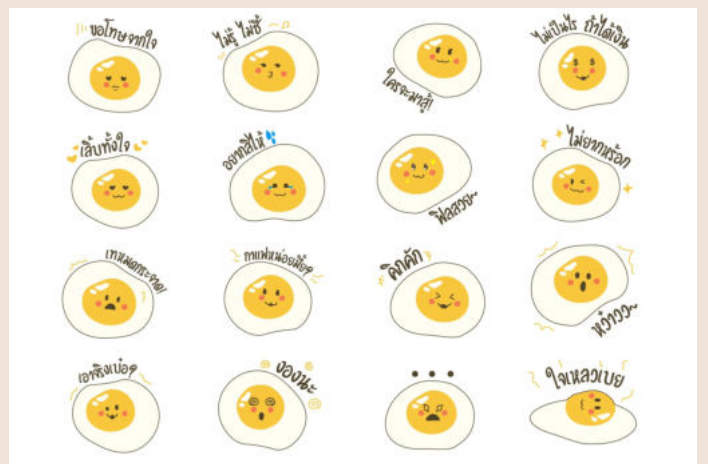
Typography

Typography & Graphic Elements for Vlog



Drawing


Create my sticker LINE for Sale



Hope to work  
with you soon

## Contact

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 [nichacallb@gmail.com](mailto:nichacallb@gmail.com)