

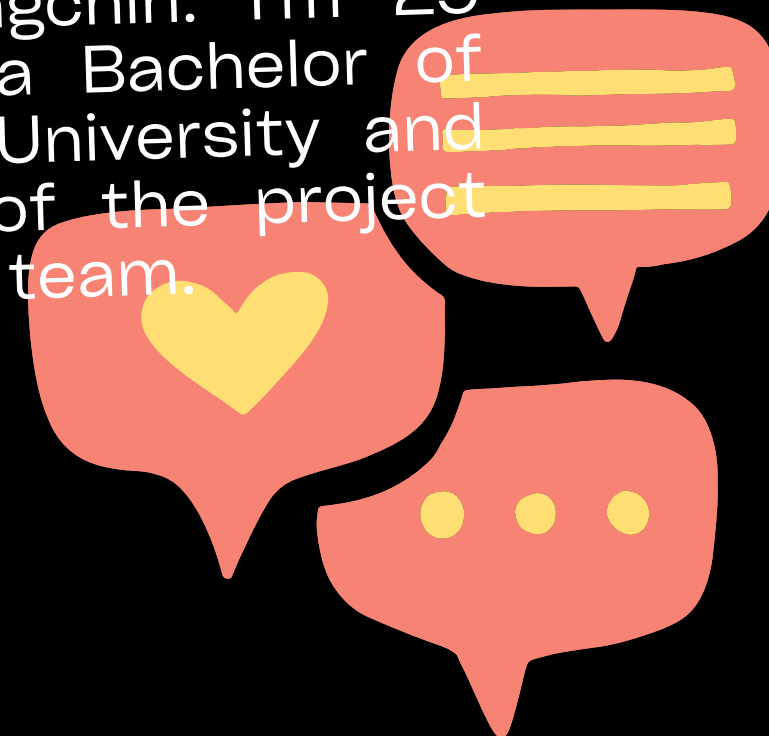
CHANAPRON SIENGCHIN

PORTFOLIO





My name is Chanapron Siengchin. I'm 29 years old. I graduated with a Bachelor of Economics from Chiang Mai University and with about 4 years in part of the project manager, marketing, and sales team.



MARKETING SPECIALIST

at OneStop Restaurant Solutions

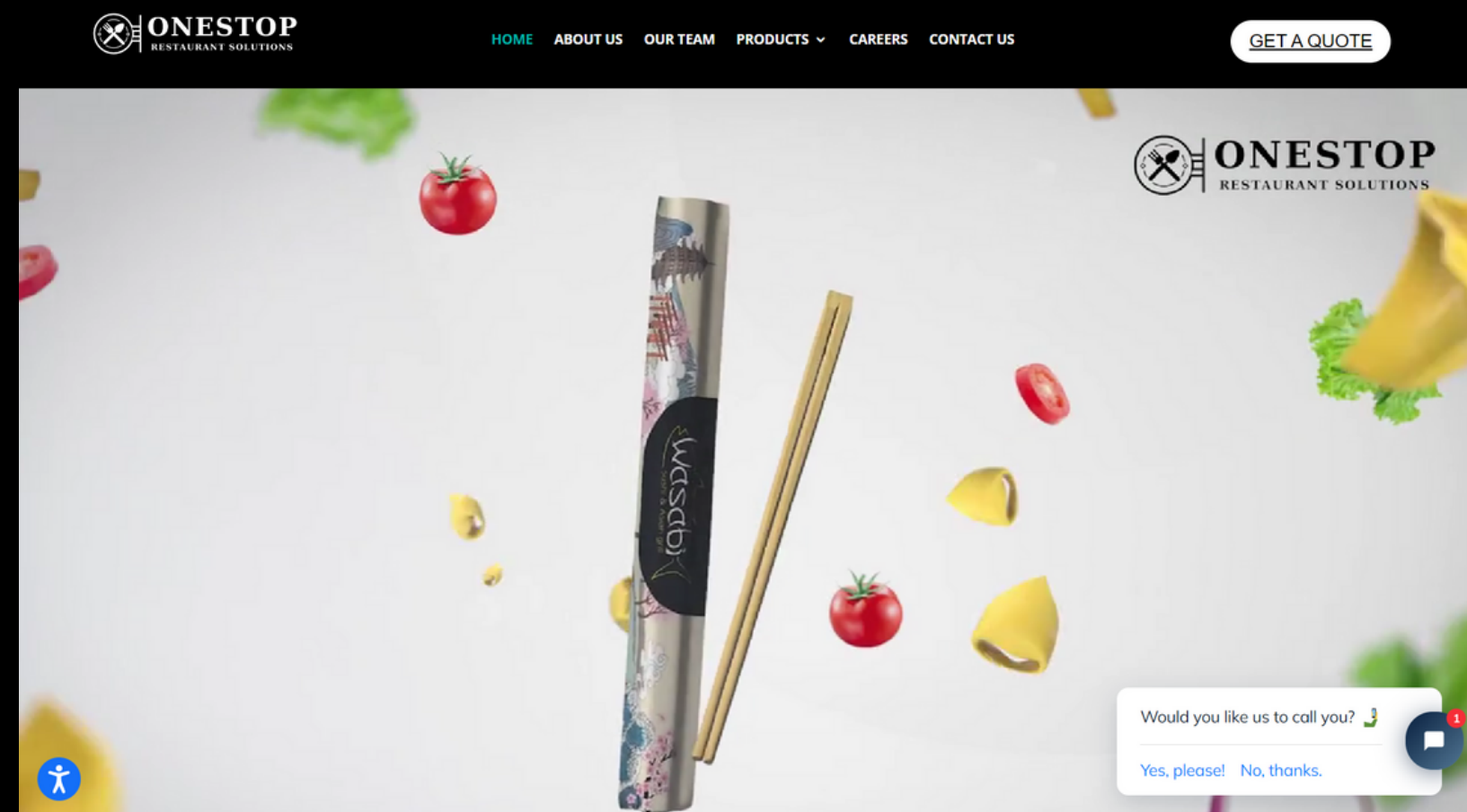
- I have planned content post for Facebook and Instagram in each month that I need to post at least 3 posts per week
- I have coordinated with graphic design about design and purpose of each post.
- I have designed the artwork for content by using Photoshop and AI.
- I have written the content that associate with the product post and use SEO strategy by using Google keyword and Google Trend.
- I have done ads on both Facebook and Instagram in order to get customers as targeted. (at least 30 people per month)
- I will record the ads result on Google Sheet for leader and use this data in order to plan ads in next month.



MARKETING SPECIALIST

at OneStop Restaurant Solutions

- I have planned and designed e-mail marketing in order to send the products' present for current customers and targeted customers and promotions as well.
- I have taken care and managed the company website such as update the product photos, reallocate the page and design the website page.
- I have used the Google Business for updating company information, as available products, customers' product photos.
- And I have created and taken care Google ads for customers' restaurant page.



MARKETING PROJECT

at MS and Consulting

I use photoshop and canva to create the social media. MS and Consulting has 2 pages and each page has different purposes. Moreover, I have done Google ads for the company's website and Facebook ads for reaching clients and mystery shoppers.



MARKETING PROJECT

at MS and Consulting

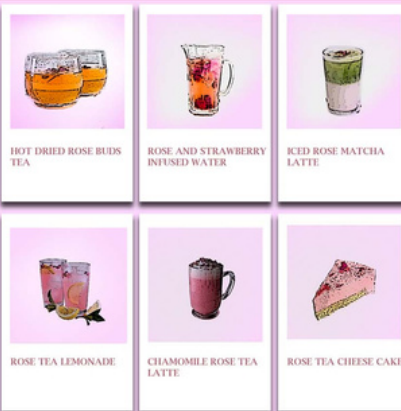
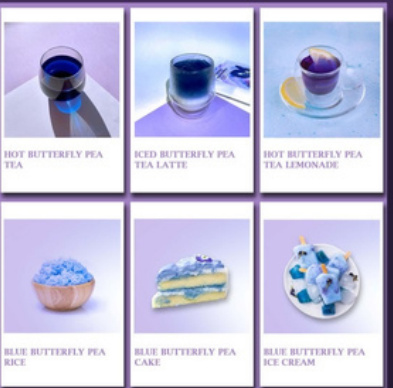
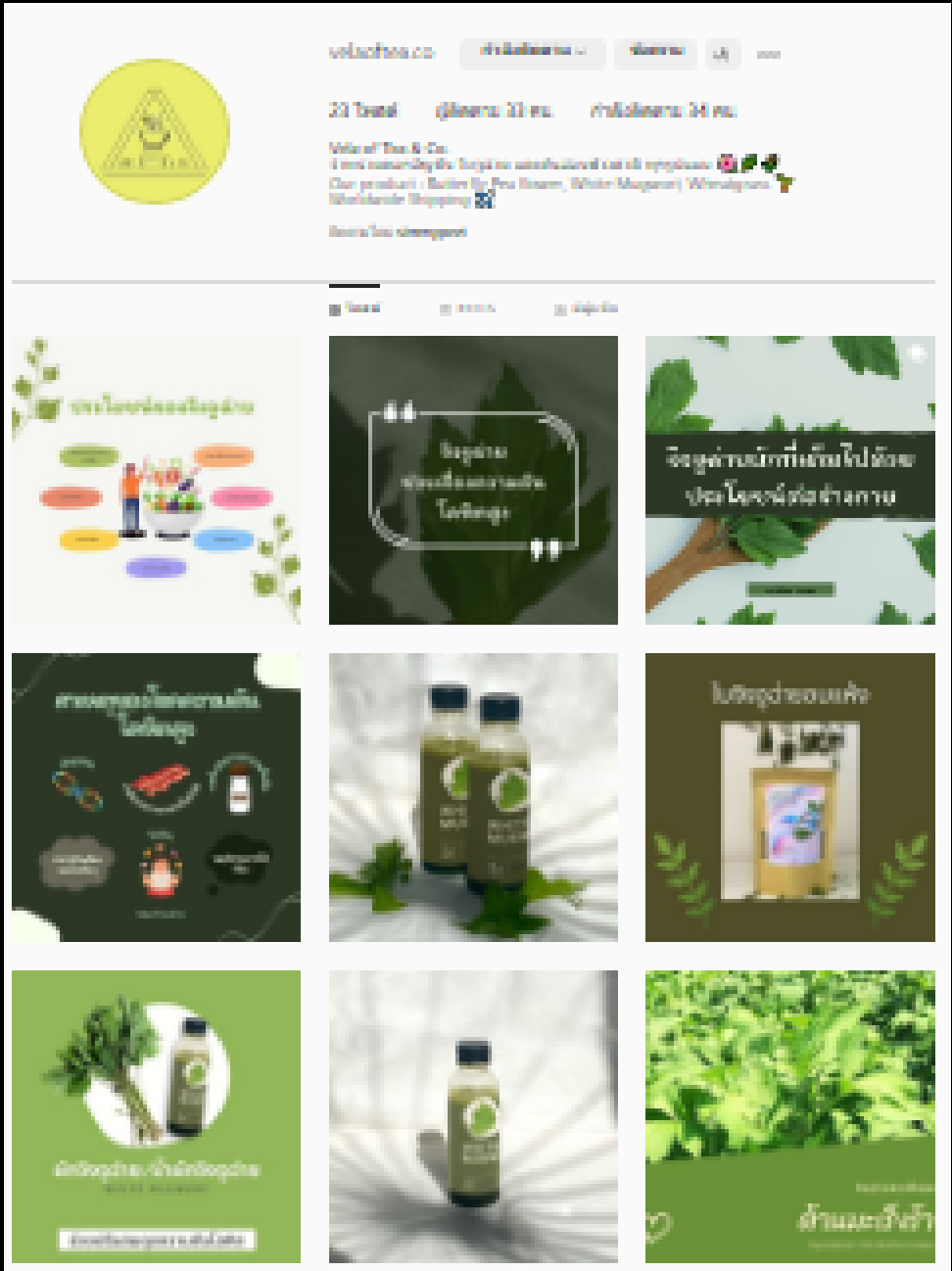
I use photoshop and canva to create the social media. MS and Consulting has 2 pages and each page has different purposes.

Credit : <https://web.facebook.com/msrthai>



WORK EXPERIENCES

AMAZON.COM
PROJECT



WORK EXPERIENCES

AMAZON.COM PROJECT

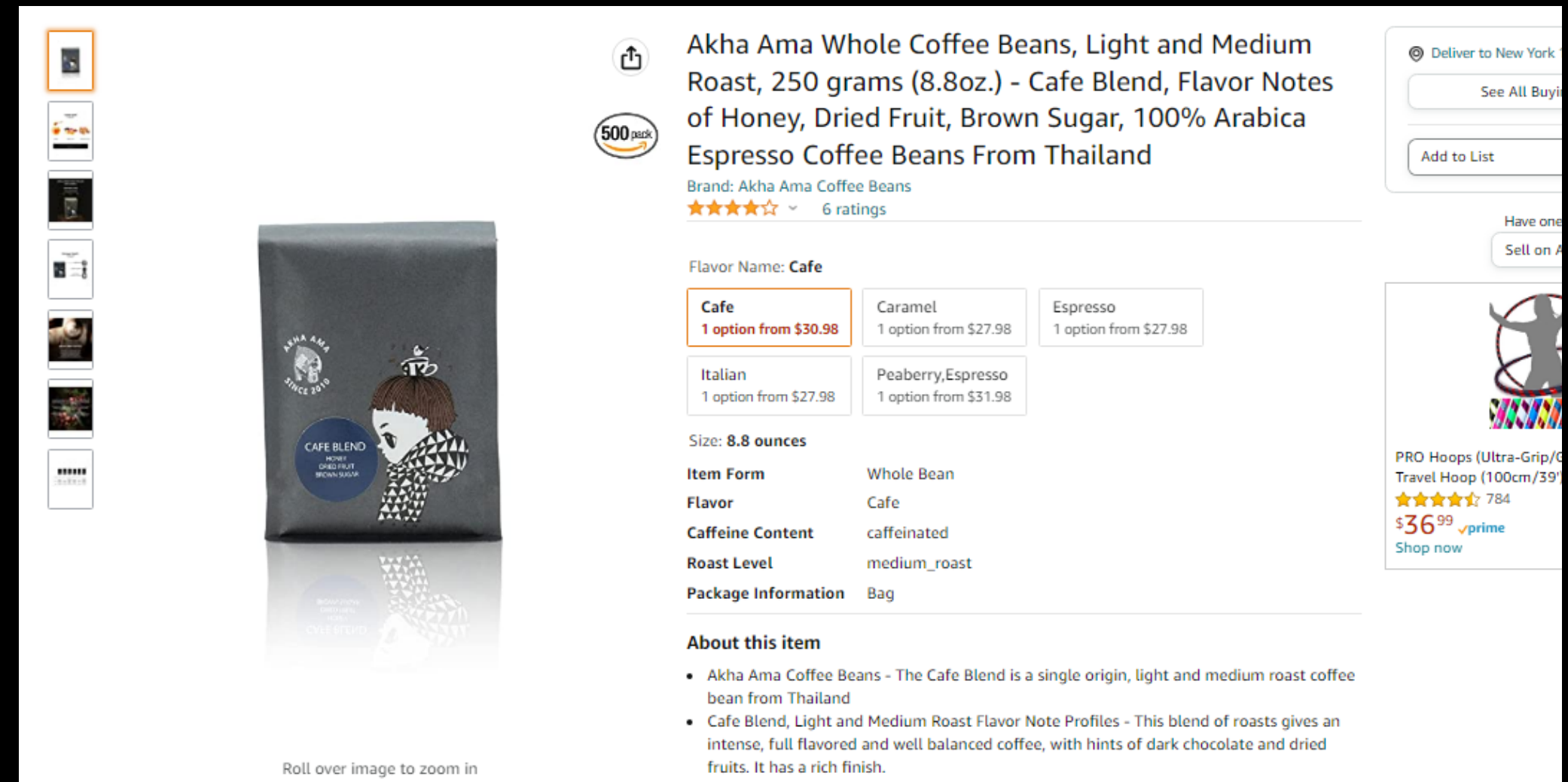


Internal Whorl Design

It was designed to hold a paper filter that it had a large drip hole and the inner side of the brewer had spiral ribs, allowing the air to be released while brewing.

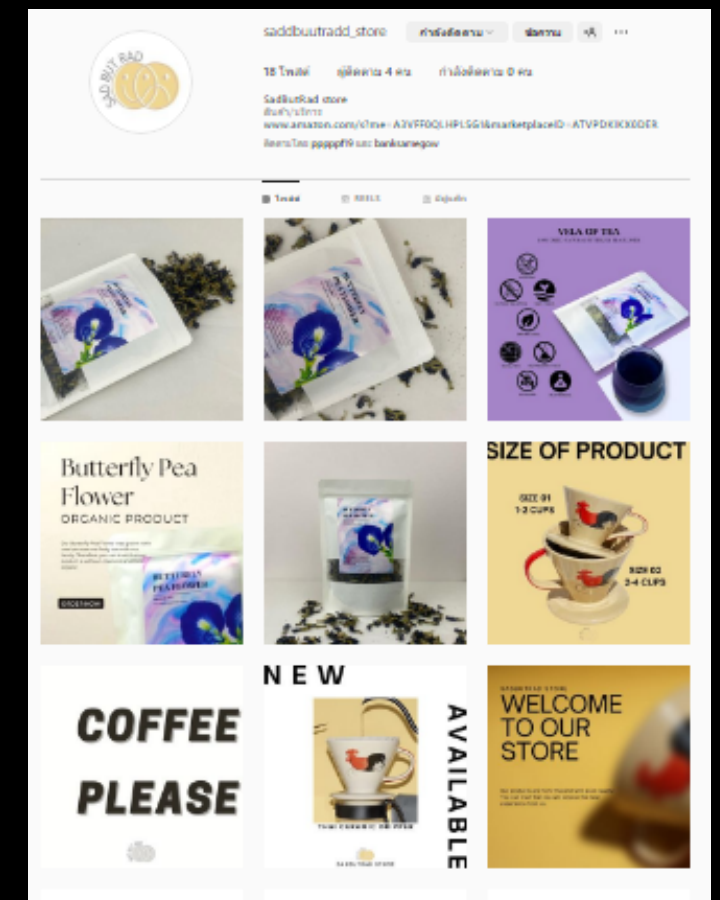
Single Hole Design

The single large hole provides the ultimate freedom-pour the water quickly for a light flavor or slowly if you like your coffee rich.



A screenshot of an Amazon product page for 'Akha Ama Whole Coffee Beans, Light and Medium Roast, 250 grams (8.8oz.) - Cafe Blend, Flavor Notes of Honey, Dried Fruit, Brown Sugar, 100% Arabica Espresso Coffee Beans From Thailand'. The page shows a product image of a coffee bag, a list of flavor options (Cafe, Caramel, Espresso, Italian, Peaberry, Espresso), and a list of item details (Size: 8.8 ounces, Item Form: Whole Bean, Flavor: Cafe, Caffeine Content: caffeinated, Roast Level: medium_roast, Package Information: Bag). The product has a 500-pack icon and a 5-star rating with 6 ratings. The 'About this item' section lists two bullet points: 'Akha Ama Coffee Beans - The Cafe Blend is a single origin, light and medium roast coffee bean from Thailand' and 'Cafe Blend, Light and Medium Roast Flavor Note Profiles - This blend of roasts gives an intense, full flavored and well balanced coffee, with hints of dark chocolate and dried fruits. It has a rich finish.'

I have the shop on amazon.com that I use photoshop and took photos by myself. Moreover, I used SEO and ads skills on amazon.com since 2020. Now, I start doing instagram page for creating contents.



WORK EXPERIENCES

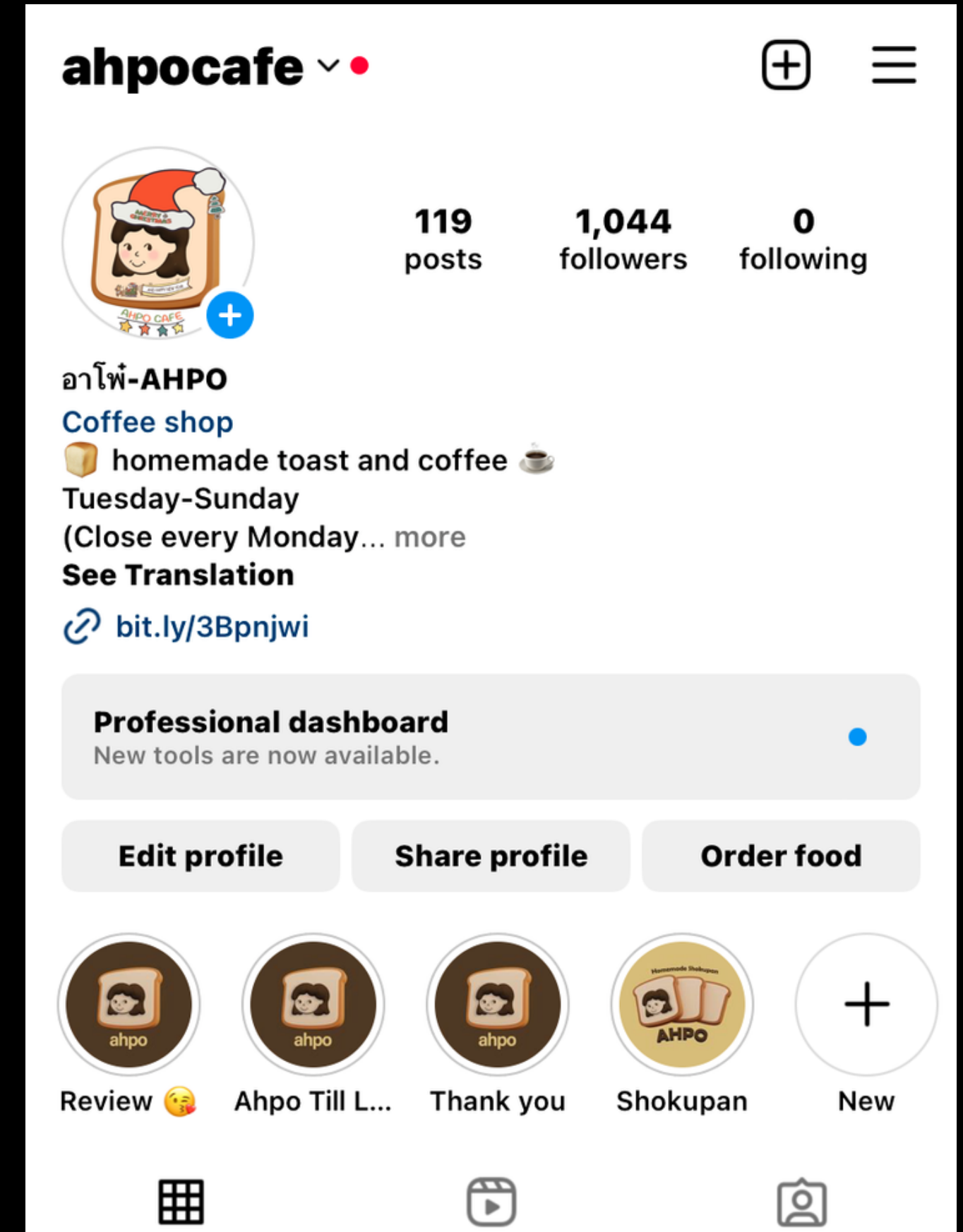
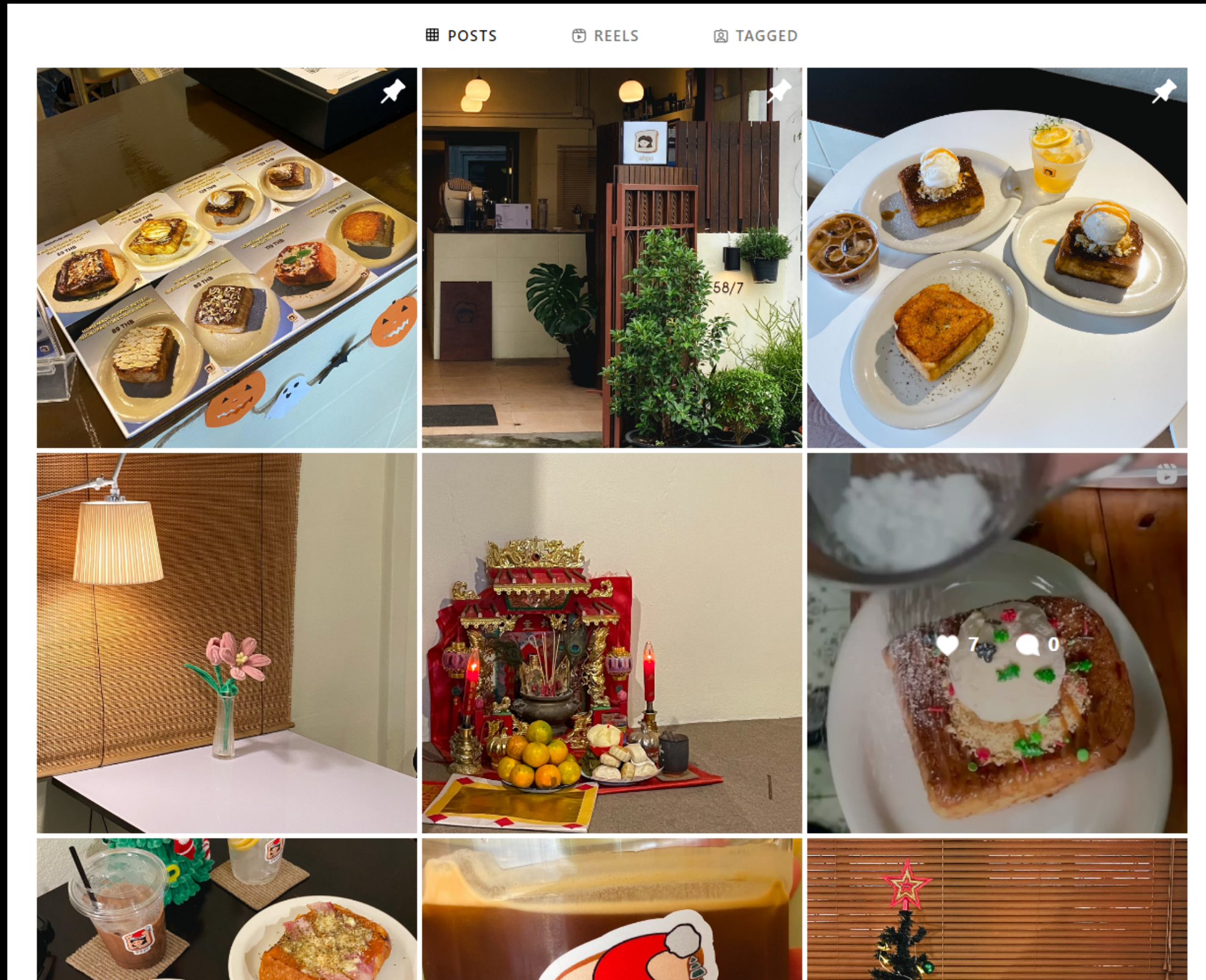
MOONLIGHT TREE RESTAURANT

I have ever have the online restaurant in Chiangmai that named Moonlight Tree. I did media, photograph and social content as well as advertising on Facebook, , Instagram and delivery apps. Since, I sild online platform, so the contents are about delivery. However, this restaurant was closed because I have to back to work with MS and Consulting company.



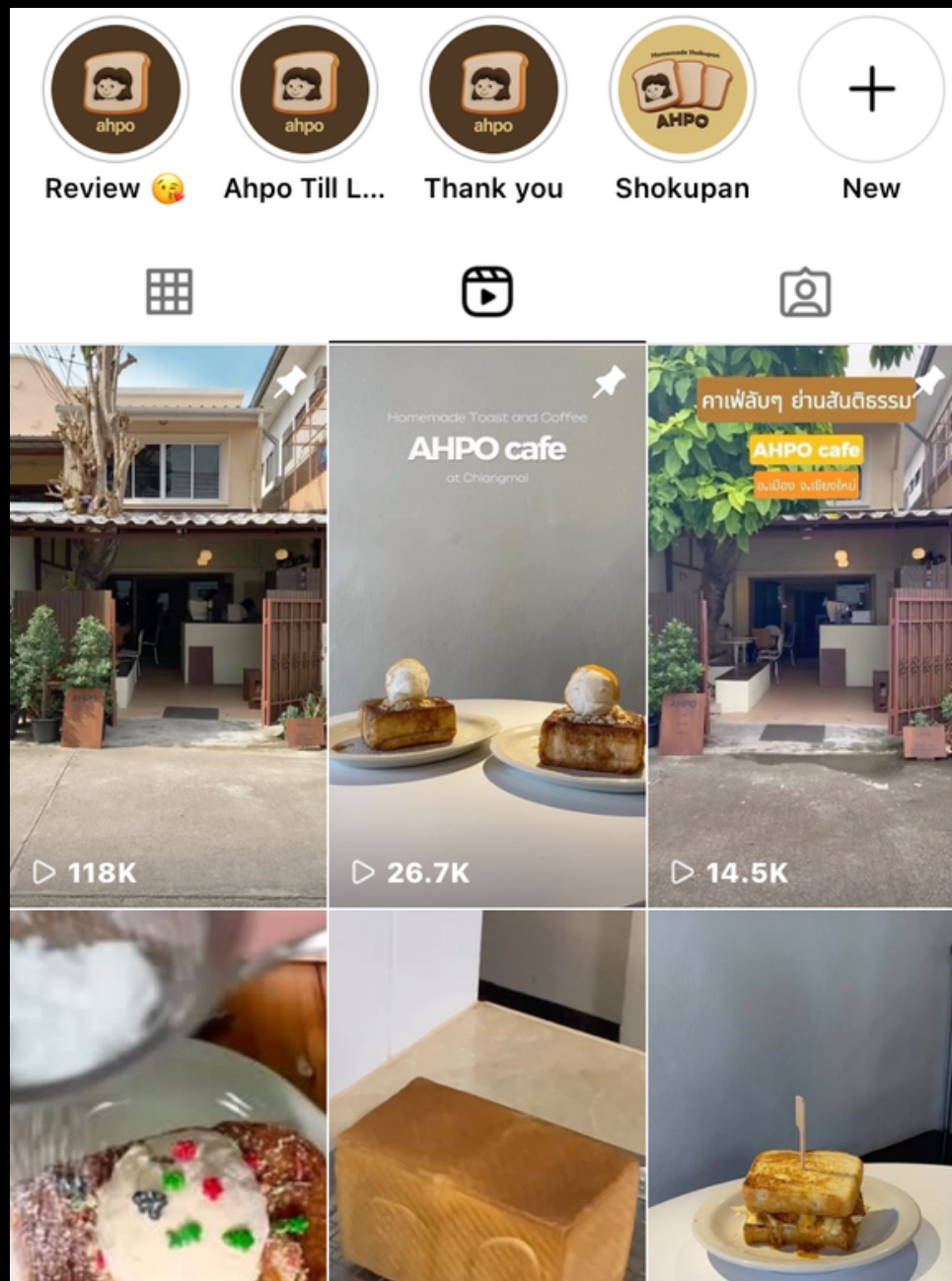
WORK EXPERIENCES

AHPO CAFE



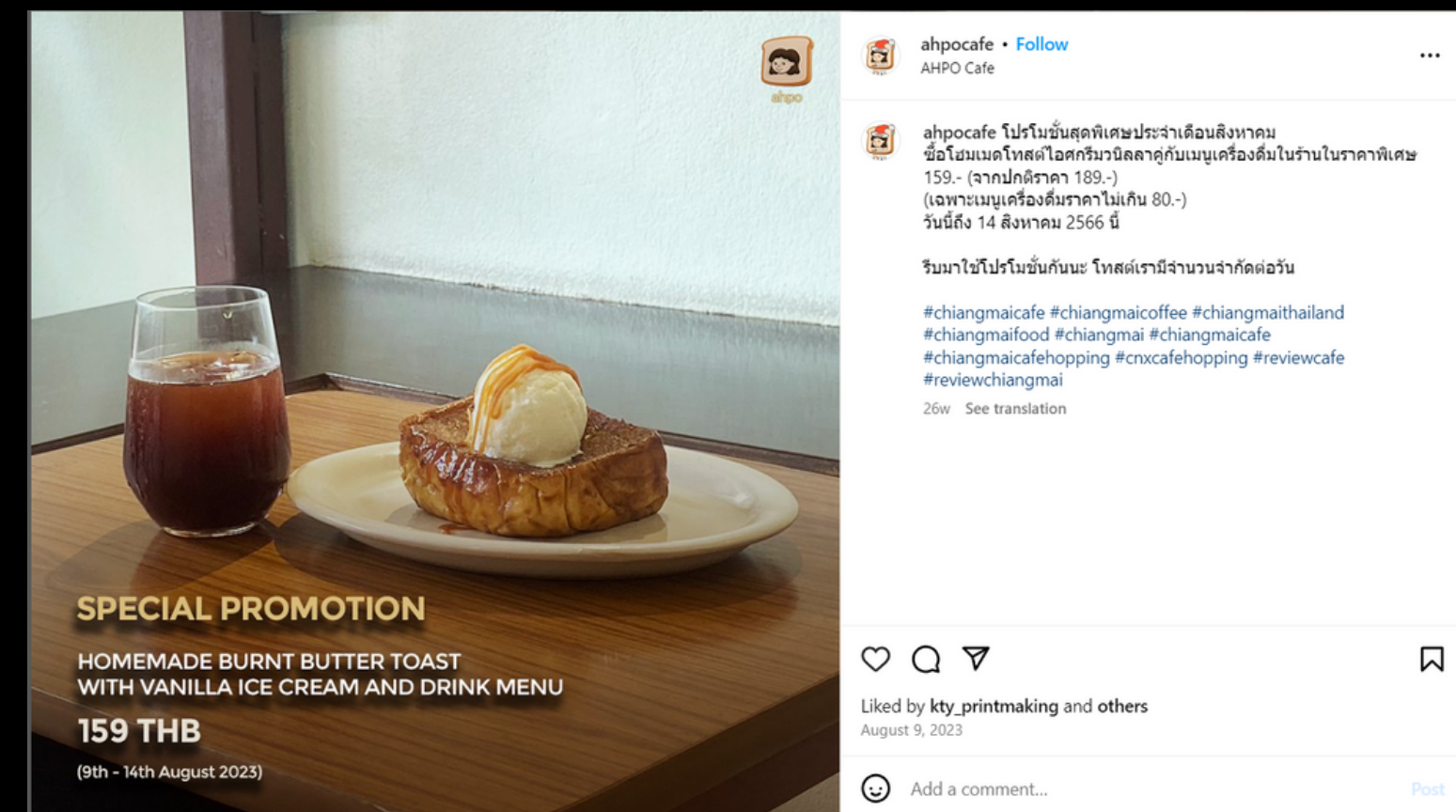
WORK EXPERIENCES

AHPO CAFE



Ahpo cafe is my cafe that was started since October 2022, at Chiangmai. The concept of cafe is serving homemade toast and slowbar coffee at home cafe , so I designed the cafe in warm tone with wood. Ahpo is the word that I call her who totally love my toast.

The content that I post is about home made and how I do toast and coffee because I would like who watch or see, they will feel hommy ambience when coming to my cafe. In the holiday, I would create the promotion for customers.



WORK EXPERIENCES

AHPO CAFE

The logo of Ahpo cafe is designed by myself that I used Photoshop and AI program. There are 2 versions and I will adapt logo for the each contest.



Version 1



Version 2



For Halloween

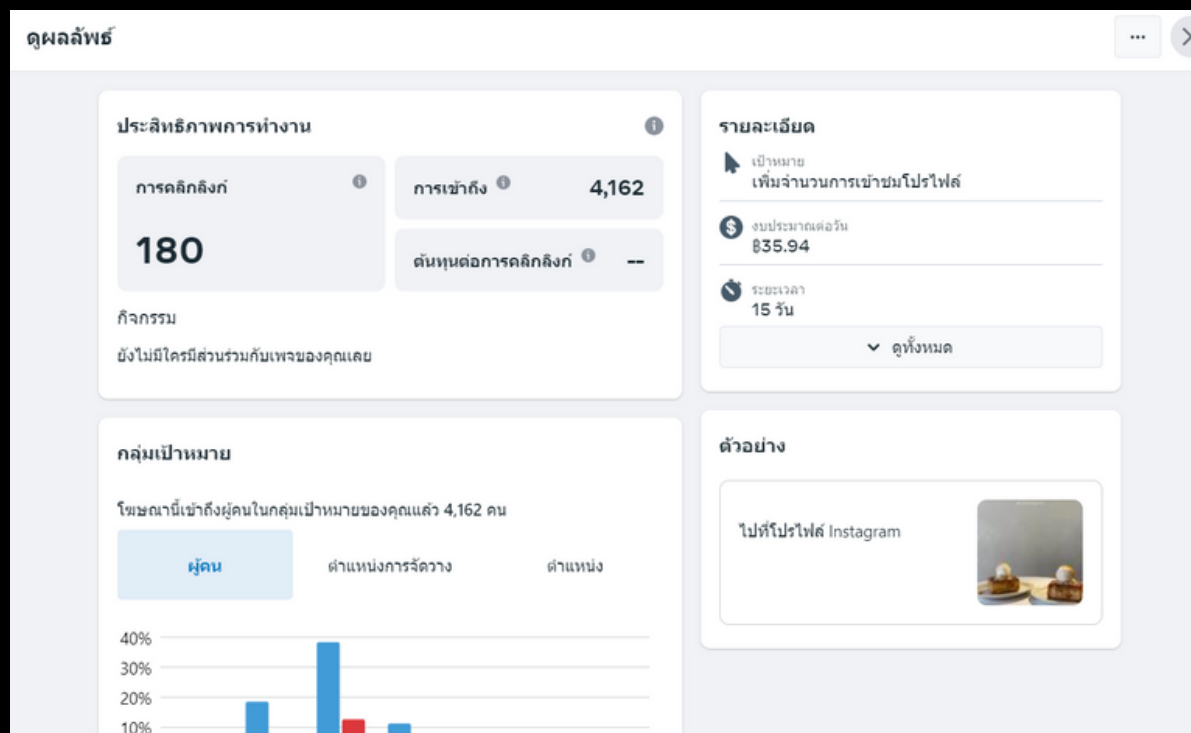


For Christmas and
New Year

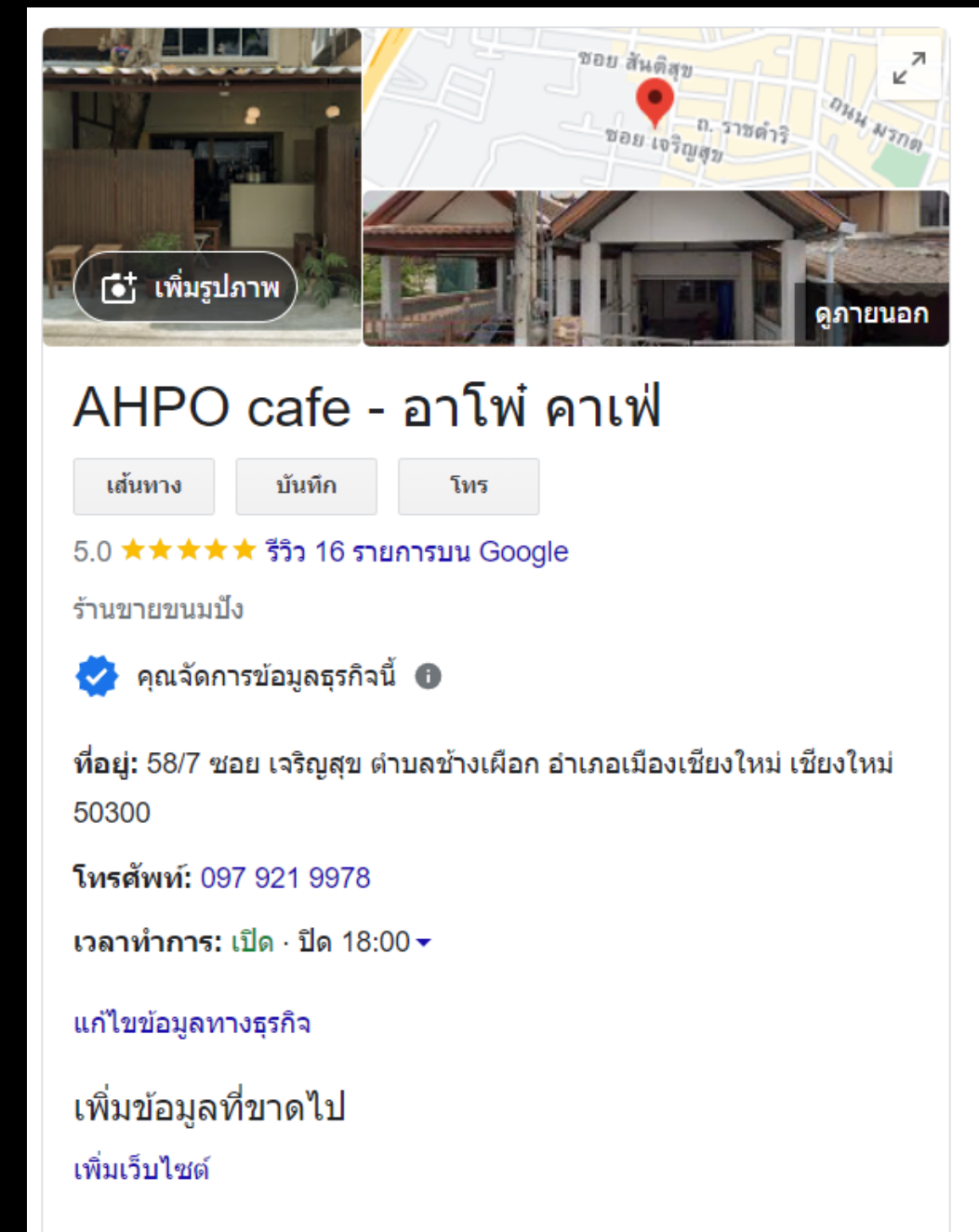
WORK EXPERIENCES

AHPO CAFE

I used Meta Business for managing both Facebook and Instagram in order to post the contents and create ads for promoting the pages, menus, and promotions. Moreover, I always manage ads on Ads center in order to A/B test campaign or group campaign.



And I am working on Google Reviews, that make my cafe is shown on top of Google search page.



LOOKING FORWARD
TO TALKING WITH
YOU

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THANK
YOU

