

PORTFOLIO

ALL of my WORK

INDEX



Natthanicha Nakon

22 December 2000



A creative and detail-oriented communicator with a passion for building brands with a purpose. My background in artist relations, digital content creator and coordinator has given me hands-on experience in connecting talent with brands to develop meaningful content and effective campaign with measurable results. I am good at managing key relationships, analyzing trends, and collaborating with diverse teams. I am eager to apply my strategic and empathetic approach to help brands find their core value and deliver it effectively.

EDUCATION

Chulalongkorn University
Bachelor of Arts, Spanish,
Minor in Journalism

Aug 2019 - Jun 2023

SKILLS



WORK EXPERIENCE

June 2025 -
Present

TEAM11
Artist Relation (Freelance)

Nov 2024 -
June 2025

CREA Agency
TikTok Affiliate Coordinator

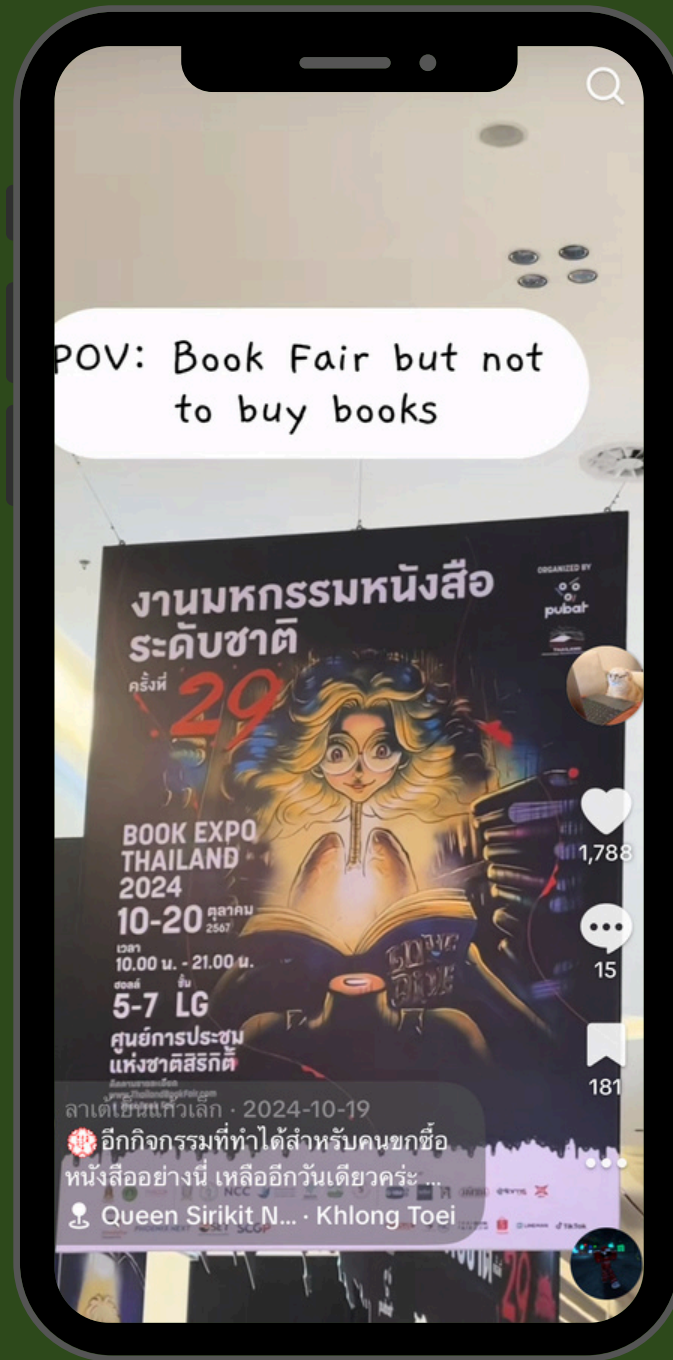
Feb 2024 -
Oct 2024

ShobShop Media Co., Ltd
Content Creator – Social Media

Nov 2023 -
Jan 2024

M&G Stationery TH
Content Creator and Graphic
Design Intern

Editing & Copywriting



- **Film and Editing:**

Plan and shoot high-quality content, apply creative editing techniques, and craft visually engaging stories that capture attention.

- **Planning and Copywriting:**

Develop content strategies, write clear and compelling scripts/captions, and ensure all messaging aligns with the channel's voice and purpose.

- **Trend Analysis:**

Stay up-to-date with digital trends, analyze audience behavior, and adapt content to stay relevant and increase engagement.

Event Coordinator & Creator Management



- **Team & Creator Management:**
Coordinated with content creators and internal teams to ensure smooth communication and alignment.
- **Creative Planning**
Brainstormed engaging event concepts and activities to boost participation and brand presence.
- **Leadership & Execution**
Led on-ground teams, delegated tasks effectively, and ensured successful event execution.



Manage Creators and connect with internal and external

Event Coordinator & Content Creator



- **Content Production**

Filmed and created content for the brand's official channels with a focus on quality.

- **Creator Support**

Assisted creators in capturing their content, ensuring they had the resources and guidance needed.

- **Event Operations**

Provided on-site support to keep everything running smoothly and efficiently during the event.



Film content at offline event and coordinate with creators

BRANDS I WORKED WITH





- Research**
Analyzed client goals, audience, brand voice, and social trends to guide strategy.
- Planning and Content Creation**
Planned content, styled and shot product visuals, and applied basic editing techniques.
- Performance Analysis**
Monitored results and feedback to refine content and improve engagement.



108 K



1,368



89

[FOR MORE CLICK HERE](#)



169 K



3,440



1,274

[FOR MORE CLICK HERE](#)

- **Interpretation**

Interpreted project goals and aligned creative direction with client objectives.

- **Planning**

Developed storyboards and presented concepts for client feedback and approval.

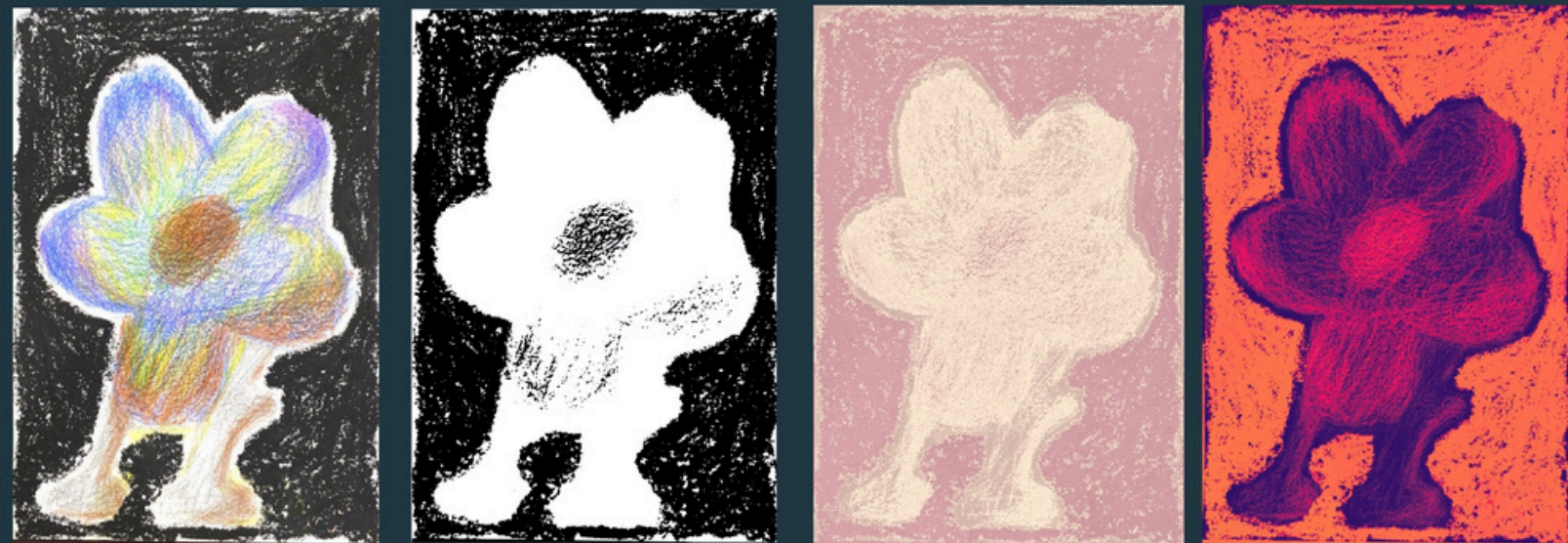
- **Production**

Created short promotional videos for products and events, aligned with brand goals.

- **Collaboration**

Worked closely with editors and AE Team to ensure smooth project delivery.

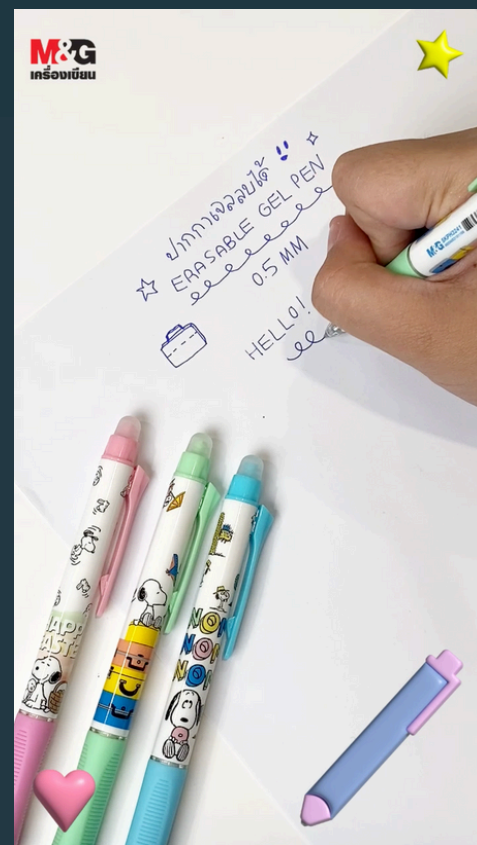
Basic Graphic Design and Illustration



Flor de emoción



Movie Brochure



Product Video Frame for M&G Stationery
(internship)



Promotion Banner for M&G Stationery
(internship)

