



ITSARAPONG PARPARNPON

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With over 9 years of experience in content creation across agency and corporate fields, I have developed the ability to master new skills and software quickly, learned to think systematically, and come to believe that creativity can solve problems. I have a passion for music and basketball, and I thrive in environments where continuous learning is encouraged.



Content Planning & Production

Amarin Ratchaprasong Co., Ltd. / Sep. 2024 – Now

- Planned and produced content marketing for [Raynue.bkk](#), [Bloomroom.bk](#), [Marigoldcafe](#), and Urbantie. Developed end-to-end strategies including brand personas, content pillars, and content proportions. Managed collaborations with outsourced teams and handled in-house production, including filming, video editing, graphic design, and social media publishing.
- Supported activation campaigns for [Gaysorn Village](#).



Communications Planner

LEARN SATIT PATTANA Co., Ltd. / Nov. 2023 – July 2024

- Managed the company's communication strategy, ensuring alignment with organizational goals.
- Collaborated with Copywriters, Creative Teams, Graphic Designers, and Production Teams to deliver impactful communication through video, photography, and graphic design.
- Handled pre-production tasks such as drafting scripts, conducting location surveys, developing storylines, and supervising work for the production team.
- Worked closely with the Digital Team to deliver effective online media channels and content plans.
- Led campaign kick-offs, monitored progress, and evaluated results



Digital Marketing Executive / May 2023 – Aug. 2023

Senior Content Creator / Sep. 2021 – April. 2023

ONDEMAND EDUCATION Co., Ltd.

- Planned monthly content pillars and created content for social media and websites. Supported the creation of realtime content for major events.
- Conducted research, analysis, and monthly reports on social media performance using Semrush and Looker Studio.



Content Creator [Agency field]

THE WEB FLIGHT CO., LTD. / Nov. 2019 – Feb. 2021

Planned monthly content pillars and wrote captions for Facebook fan pages for partners such as True Coffee GO, Healthiful, and Grand Unity.



Project Manager and Content Marketing [Agency field]

Gramick House Co., Ltd. / Oct. 2018 – Oct. 2019

- Managed website and mobile app development projects, coordinating between clients and team members.
- Created basic wireframes for UX/UI.
- Maintained Facebook fan pages, LINE OA, and Instagram accounts.
- Developed basic business marketing strategies.



Content Creative and Interviewer

Matchon Public Co., Ltd. / Feb. 2018 – Jun. 2018

- Wrote advertorial news on viral topics, business, and CSR.
- Conducted interviews for news articles and behind-the-camera features.



Content Creative and Graphic Design [Agency field]

Prototype Digital Inlube Co., Ltd. / Nov. 2016 – Jan. 2018

- Managed content schedules and created creative content and graphic designs for LINE OA and Facebook fan pages.
- Wrote advertorials.

ITSARAPONG PARPARNPORN

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SKILLS

Writing

- Advertorial, SEO, Caption Writing, English–Thai Translation

Content Strategy & Management

Data Analysis & Visualization

Graphic Design

Video Editing

– Scriptwriting, Storyline Development,
Color Grading, Basic Animation

UTM Tracking & Generation

Ads optimization

Music Production

Software & Tools

Yoast SEO Wordpress Elementor ChatGPT

Monday.com

Supermetrics Data Studio

Photoshop Canva

Premiere Pro Capcut

Canva

Bitly

Meta Ads Manager

Ableton Live

EDUCATION



Bachelor of Mass Communication
Ramkhamhaeng University / 2017



High School Certificate equivalent
Pramanda School / 2014

CERTIFICATION



Marketing in the 21st Century
Chula MOOC

REWARD



3rd Place for Most Instagrammable
LSA [Lifestyle Asia] Best Bites Awards 2026

HOBBIES

Music Production (at [EOE Records](#)) , Movies, Basketball, Guitar, Reading, Workout, and Checkers

Communications Planner

1. Define Brand Identity



[[Brand Guideline - Click](#)]

Craft comprehensive brand communication guidelines to effectively approach and engage the right target audience.

3. Concept & Storyline Pre-Production



Gather insights/sources, construct engaging storylines for individual content assets, and define clear production breakdowns.

2. Formulate Content Strategy



Develop data-driven Buyer Personas, establish strategic Content Pillars, and optimize Content Proportions for optimal platform reach.

4. On-Site Production Supervision



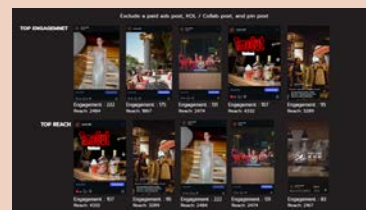
Direct and supervise on-site shooting/filming to ensure visual assets align perfectly with the predefined creative direction.

5. Full-Cycle Design & Post-Production



Execute hands-on video editing and graphic design independently, bringing concepts to life with high quality.

6. Performance Evaluation & Insights



Monitor performance metrics, and gather insight data to optimize future action plans and build community.



Key Achievement:

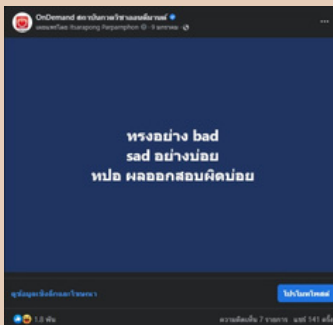
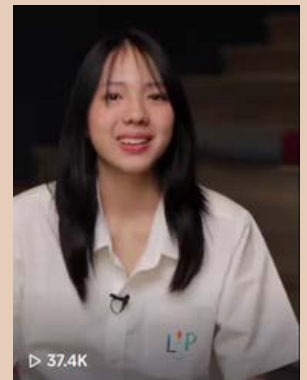
Achieved a highly cost-effective Cost Per Follower (CPF) of just 2.5 THB

All My Best Performing Content - Click the image to see full post

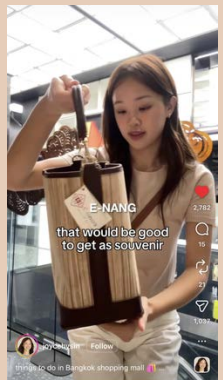
ORGANIC POST



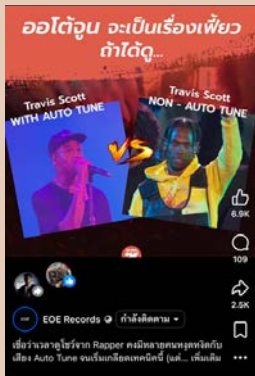
CUTDOWN VIDEO



KOL BRIEF



INFOGRAPHIC MOTION



424K

178K

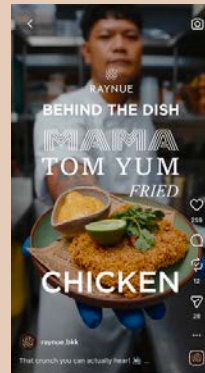
100K

174K

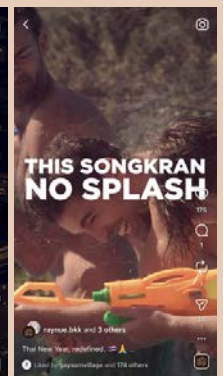
27.4K

22K

SHOT BY EXTERNAL TEAM, EDITED BY MYSELF



REARRANGED FOOTAGE



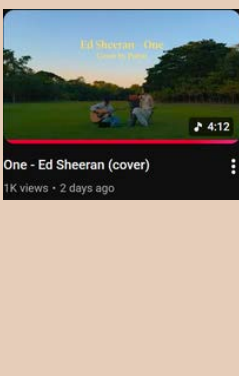
210K

93.8K

SHOT AND EDITED BY MYSELF

Shot on iPhone 16 Pro

My Side Project / Personal Account



119K

453K

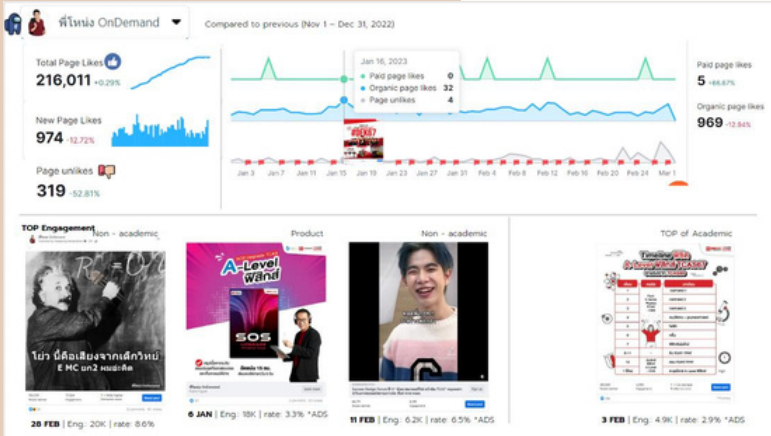
85.8K

85.2K

10K

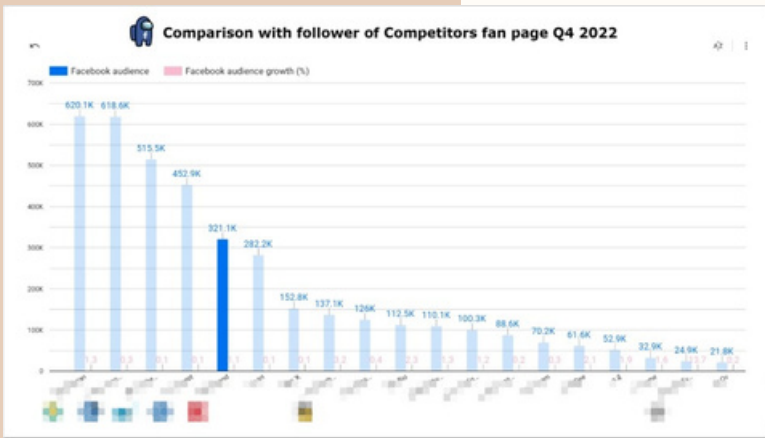
1K views

Examples of past works Social Media Performance



REPORT SOCIAL MEDIA PERFORMANCE

Collecting the insight data of social media such as follower growth, Top 3 engagement rate, and presenting reports in an easy-to-read format



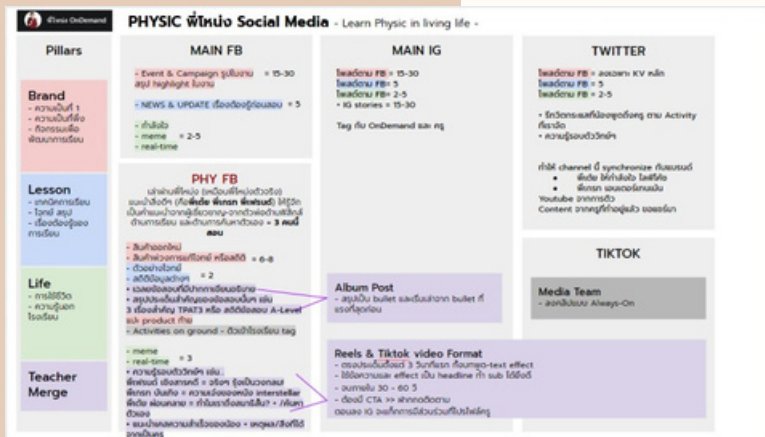
REPORT COMPETITOR'S MOVEMENT

Compare competitors' followers, engagement, and post frequency. And see the Top content [by engagement] of them.



TRACKING SOCIAL MEDIA TRENDS & DECIDE DIRECTION EACH PLATFORM

Collecting the highlighted insight of digital trends and deciding on the action plan such as content pillars, posting frequency, tone of voice, and platform prioritization



Examples of past works
Content Writer



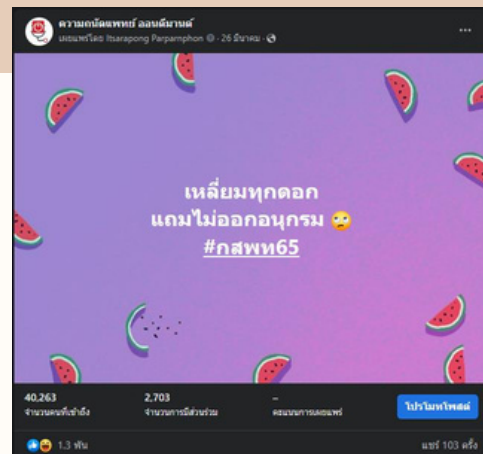
ความก้นดแพทยออนดีมานด์
(Medical by OnDemand)

Students in Thailand who wish to become doctors must take the TPAT1 exam for university admission. The Medical by OnDemand fan page offers a course covering the knowledge and medical ethics necessary for the exam.

Developing the communication plan to drive course sales was my responsibility.

THE DEEP EMOTIONAL INSIGHT

Study the behavior of M.6 students from many angles and let students express themselves via our quote content or our meme content.



DELVE INTO STUDENT'S ATTENTION

How does academic content get attention from students? When we have the right emotional insight, we can apply their emotions to the mood and tone of the content.



When approached the right way, content drives both engagement and purchase intent.



Examples of past works Social Media Strategy

GCP YOUNG TALENT PROJECT - 2018

Objective: Generate qualified internship applicants with a limited budget.

Result: 20 applicants acquired within 45 days using a 4,500 THB advertising budget.



Approach

- Developed content concept and communication plan
- Structured a posting schedule to maintain consistent reach
- Managed paid ads and optimized targeting
- Produced both caption and graphic content

mon	Tue	Wed	Thu	Fri	Sat	Sun
				Link web to FB	Link web to FB	ads Branding
Real-Time	Link web to FB	Link web to FB	Ads info FB	Link web to FB	ads Branding	ads Branding
Link web to FB	Link web to FB	Link web to FB	Link web to FB	Real-Time	Ads info FB	ads Branding
Real-Time	ads Branding	Link web to FB	Link web to FB	Link web to FB	Link web to FB	Ads info FB
ads Branding	Ads info FB	Link web to FB	Link web to FB	Real-Time	Real-Time	



Key Contribution

Handled end-to-end campaign execution, from strategy and planning to content production and ad management.

RAYNUE – SEASON FIVE MINI CONCERT - 2025

Sold out 100 concert seats (100% capacity) before the event date

MAIN POSTER



in-store easel signage

paid ads



REELS



paid ads

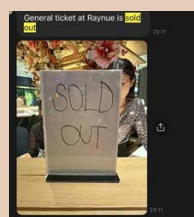
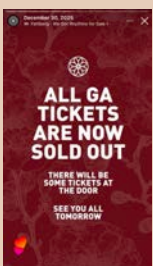


The content video was used as a conversion-focused asset to reduce customer hesitation and answer booking inquiries in advance.

PERFORMANCE OF COLLABORATION WITH MARKETING TEAM

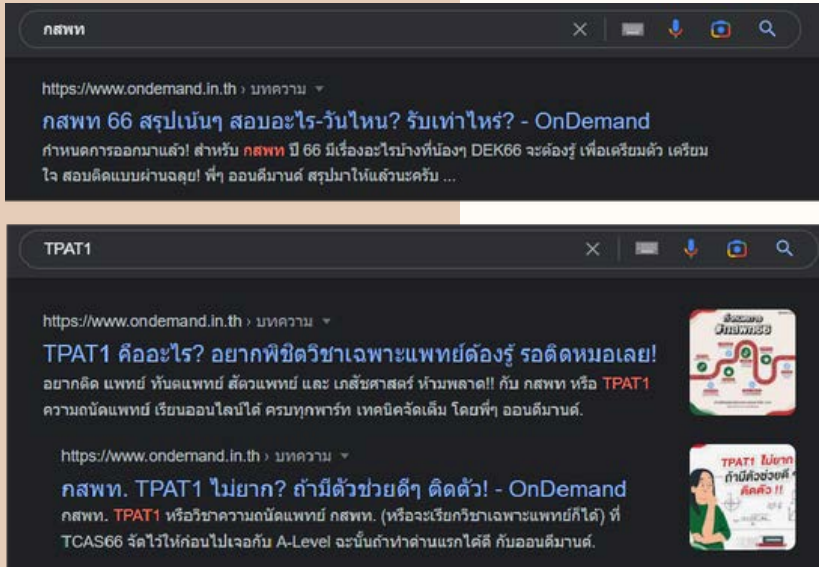
MIDNIGHT BLOOM NYE 2026

RAYNUE NYE 2026



Sold out 100 concert seats (100% capacity)

Examples of past works SEO



Examples of past works Advertorial



Client : AIS – [Read More](#)



Client : CPN – [Read More](#)



Client : PTTGC – [Read More](#)

Examples of past works Project Manager



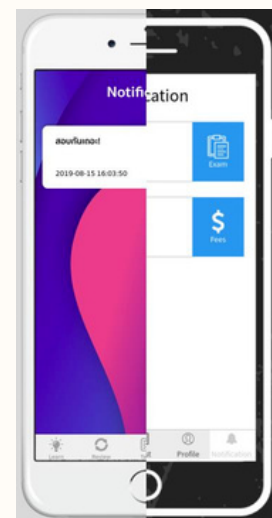
ANBLAB.COM PROJECT

anblab.com is an affiliated organization of Bangkok Hospital, focusing on sterile pharmaceutical products.

Maintained the project starting from receiving requirement and coordinating with the developer team until the end of the project, and also had the opportunity to do UX (Wireframe) and UI (Design) by yourself.

MK VOCAL APP PROJECT

An English vocabulary training application designed to support reading, listening, and spelling — key components of vocabulary memorization. Responsibilities included maintaining the project throughout development, as well as creating the initial wireframe.



My side project

ORIGINAL MUSIC PRODUCTION



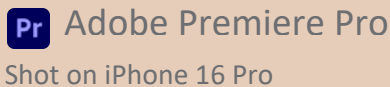
Self-produced music projects, from initial concept to final master.

Focused on mood, texture, and how sound extends beyond the track into space, context, and experience.



MUSIC VIDEO & VISUAL DIRECTION

Translating sound into visuals.



From moodboards to moving images, shaping visuals that extend and amplify the emotional language of music.

