

7 years' experience in
Public Relations field



**Kanokporn
Yaovapongaree**

TOEIC SCORE: 895

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Date of birth

18 April 1978

Age : 40

- Public Relations Plan and Strategy
- Campaign Development
- Press Release & Press Kits
- Media Relations
- Budget Management
- Strategic Messaging

Marketing Communication and Public Relations strategist with experience directing PR campaign in both agency and in-house.

Triple Eight Ideas Co.,Ltd

Public Relations Director

March 2015 – Present

Scope of work: Responsible for plan and implement client public relations activities, plan, promote the positive image of client organization. Maintain relation with media. Working with marketing communication team to implement marketing communication plan.

- Plan Public Relation strategy for client
- Coordinate and working with clients marketing communication department
- Organizing press conference for new product launch
- Define key message for each communication plan
- Prepare press kit for PR activities
- Monitor and clipping news
- Implement PR activities such as new product launch, press conference, press visit, media luncheon, group interview
- Make monthly report of progress plan
- Convince and coordinate with media to help published news
- Ensure that messages are supportive and consistent with marketing strategy
- Coordinate flow of communication and disseminate it according to plan/strategy
- Promote products through public relations initiatives

Portfolio

- PR communication plan and implement PR Activities for Huawei Consumer Business Group (Thailand) Co.,Ltd
- PR communication and implement PR Activities for Saijo Denki Co.,Ltd
- PR communication and implement PR Activities for Pioneer Co., Ltd
- PR communication and implement PR Activities for Rama 3 group Honda
- PR communication plan, implement PR Activities for HMD Global (Nokia Thailand)
- PR communication plan and implement PR Activities for Shopee (Thailand)
- PR communication for AVITA laptop brand launching event
- PR communication for TrueIDC JV BBIX press conference

MG Sales (Thailand) Co., Ltd

Public Relations Specialist

October 2013 – February 2015

Scope of work: Responsible of assist PR manager to create and implement PR campaigns with the goal of enriching a company's position within the public eye. Maintain strong relationship with media.

- Plan Public Relation strategy for MG product
- Define key message for each communication plan
- Prepare press kit for PR activities
- Monitor and clipping news
- Implement PR activities such as new product launch, press conference, press visit, media luncheon, group interview
- Make monthly report of progress plan
- Manage and schedule cars for media test drive
- Convince and coordinate with media to help published news
- Ensure that messages are supportive and consistent with marketing strategy
- Coordinate flow of communication and disseminate it according to plan/strategy
- Promote products through public relations initiatives

Portfolio

- PR communication for Corporate launch
- PR communication for Motor Expo 2013
- PR communication for Motor Show 2014
- PR communication for first line off for MG6
- PR communication for MG6 launching event
- Organized MG6 Press Test Drive trip to Hua-Hin
- PR communication for Big Motor Sale 2014
- Plan communication strategy for new product

Neo Target Co., Ltd

Assistant Client Service Manager

April 2013 – August 2013

Scope of work: Responsible for planned and implemented client public relation communication plan. Promoted the positive image of client.

- Planned Public Relations strategy for organizations such as, government agencies, private organizations
- Organized PR activities and defined concept to reflect the image of organizations
- Advertising and media planned management
- Defined key concept and key message of PR communication plan
- Prepared press/photo release for sending out to press
- Prepared Press Kit to ensure journalists fully understand the organization
- Monitored and clipped news
- Convinced and coordinated with media to help published news
- Made monthly report of on progress plan

Portfolio

- Organized 74th anniversary event of Thailand Tobacco Monopoly
- Organized Media trip to visit Thailand Tobacco Monopoly experiment station in Chiang Mai
- Organized group interview for Director of Thailand Tobacco Monopoly
- Developed PR plan for Teletroll-One CO.,Ltd
- Organized press conference for launching product

PR Twenty One Co., Ltd

Public Relation Consultant

September 2012 – March 2013

Scope of work: Responsible for planned Public Relations strategy for property projects of Century 21 (Thailand) Co., Ltd

- Organized PR activities and defined concept to reflect the image of organizations
- Advertising and media planned management
- Defined key concept and key message of PR communication plan
- Prepared press/photo release for sending out to press
- Prepared Press Kit to ensure journalists fully understand the organization
- Monitored and clipped news
- Convinced and coordinated with media to help published news
- Prepared topic for executive interview/scoops news
- Made monthly report of on progress plan

Portfolio

- Organized press conference for new property launch
- Organized group interview
- Planned communication strategy some property project

Professional Image Maker Co., Ltd

Public Relation Consultant

October 2011 – August 2012

Scope of work: Responsible for coordinated and planned Public Relations and communication strategy for private organizations

- Organized PR activities and defined concept to reflect the image of organizations
- Defined key concept and key message of PR communication plan
- Made PR action plan and timeline
- Prepared press/photo release for sending out to press
- Prepared Press Kit to ensure journalists fully understand the organization
- Monitored and clipped new

- Convinced and coordinated with media to help published news
 - Maintained good relation with media
 - Prepared topic for executive interview/Scoop News
- Made monthly report of on progress plan

Portfolio

- Organized press conference for new product launch of Euro Creation Co., Ltd
- Organized group interview
- Planned communication strategy for company
- Build executive profile

Thai AirAsia Co., Ltd

Flight Attendant

March 2004 – November 2007

Scope of work: Responsible of maintained safe conditions in the airplane cabin. Assisted passengers during emergency situations. Ensured passenger comfort during the flight.

- Performed safety procedure check and ensured that all essential supplies are on board before boarding passenger.
- Welcomed passengers, performed safety briefing to passengers.
- Ensured safety of passengers during take-off and landing.
- Sold food, beverages and souvenirs to passengers and made flight announcements.
- Informed and educated passengers on any unforeseen circumstances.
- Helped in emergency and non-emergency situations.
- Checked the condition of the aircraft cabin.
- Provided emergency help to crew and passengers when essential.
- Initiated and implemented a prompt expense reporting system inclusive of stocking details that led to availability of ample on board stock at all times

Reference Person

Ms. Napasanant Punpuing
Managing Director at Triple Eight Ideas Co.,Ltd
Tel: 66 (0) 82-070-9888

Mr. Charn Chongpison
Marketing Director at MG Sales (Thailand) Co.,Ltd
Tel: 66 (0) 2118-6831

Mr. Kasemsant Weerakul
Chef Executive Officer at Professional Image Maker Co., Ltd
Tel: 66 (0) 81-850 2166 Office: 66 (0) 2714-7601 Fax: 66 (0) 2714-7605

Ms. Vanee Leelavechbutr
Chef Executive Officer at Neo Target Co., Ltd
Tel: 66 (0) 81-870-0707 Office: 66 (0) 2631-2290-5 Fax: 66 (0) 2234-6192-3

Education



September 2016 – December 2016

Georgetown University, Washington DC USA.

Digital Marketing Certificate



2002 – 2004

Columbia College Chicago, Illinois USA.

Second Bachelor Degree of Marketing Communication
Majors in Marketing (Graduation with honors)



1996 – 2000

Bangkok University, Bangkok Thailand

Bachelor Degree of Communication Art
Majors in Advertising / Minors in Public Relations



1991 – 1996

Triamudomsuksa Pattanakarn School

Middle School and High School