

KANOKPORN YAOVAPONGAREE



PUBLIC RELATIONS DIRECTOR
TRIPLE EIGHT IDEAS CO., LTD

“With over 7 years’ experience in Public Relations Field, knowledge in Marketing Communication and Public Relations strategist thinking skill Kanokporn lead the team to provide quality service and ensure clients satisfaction.”

Kanokporn Yaovpongaree is Public Relations Director of a PR agency, Triple Eight Ideas Co., Ltd. Her first project for the company was to planned and executed PR communication project for Huawei Consumer Business Group (Thailand) from 2015-2016. The successful project for Huawei was the launched of Huawei P9. Kanokporn shown her creative thinking skill in writing articles in various angles to approached difference type of media sectors as well as organized PR activities to promote Huawei P9 product and ensure that client maintain their relation with blogger and media in both tech and lifestyle. She encouraged client to generate content by using influencer as well as seeking opportunity to expand product review in lifestyle section. She is now responsible for international and local clients mainly focus in Marketing & IT projects such as Shopee, Nokia, AVITA, TrueIDC, Tarad.com, Creden, and Pioneer.

As team lead for Shopee (Thailand) since 2017 Kanokporn is dedicating herself to support Shopee team to plan and implement PR communication to build brand awareness as well as to generate new angles of news release into lifestyle section.

She works closely with Marketing Lead of HMD Global (Nokia) to plan and implement PR activities for Nokia phone. She have full permission to use her creative idea for the launching of each Nokia press conferences as well as to advise and propose PR activities and generate advertorial content.

EDUCATION

She is graduated from Bangkok University in faculty of communication art, major in advertising and minor in public relations. After graduation, she continued her study in Marketing Communication and got her 2nd BA from Columbia Collage Chicago, graduate with honors. She is now studying Master degree in Marketing Communication at NIDA.

