# SUMMARY

A bi-lingual professional with extensive experience in several industries, e.g. education, e-business, consumer products, media, lifestyle, IT and telecommunication. Proficient in localization and content creation especially for business correspondence, media, sale and marketing.

# PROFESSIONAL EXPERIENCE

13-year experience in translation, proofreading, transcreation, copywriting, writing, editing and DTP  
5-year experience in web design & development, project management, e-business, marketing and training

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| Nov 2006 – present **Freelance Copywriter, Creative Writer, Translator, Proofreader, Editor, DTPer (based in Singapore and Thailand)** | |
| **Languages**   * English-Thai * Thai-English   **Areas of expertise**   * Business * .Com business or e-business * Consumer products * Creative media (both online & offline) * Education * Entertainment * IT * Lifestyle * Marketing (both online & offline), e.g. content sites, blogs, social media, PR write-up, ads, SEO contents, brochures * Telecommunication * Travel | **Portfolio**   * Auto: Good Year * Finance: CIGNA * Food: Danone, Nestle * Marketing, creative & media agencies: JWT, McCANN, Ogilvy * Real estate: Summer Mansion * Technology: Brother, Migme, Skyscanner * Telecommunication: Hua Wei, Samsung,  VK Mobile * Travel: Skyscanner, Tourism Authority of Thailand, Singapore Tourism Board |
| Apr 2004 – Oct 2006 **Editor, Xerox Global Services (localization agency), Fuji Xerox Asia Pacific Pte Ltd (based in Singapore)** | |
| **Role**   * Translate * Proofread * Edit * DTP * QC * Design print media | **Portfolio**   * Auto: Ford, General Motors, Jaguar, Scania * Building & Construction: Owens Corning * Finance: Prudential * Food: Akikawa * Technology: Fuji Xerox Singapore, Fuji Xerox International, IntelPress, Motorola, Panasonic, Sony * Telecommunication: Motorola, Panasonic, Sony |
| Dec 2002 – Apr 2004 **Project Coordinator, Finance & Enterprise Project Dept, Locus Telecommunication Inc., Ltd. (based in Thailand)** | |
| **Role**   * Assist Project Director in planning and managing a multi-million traditional CRM & e-CRM project * Coordinate among clients, internal teams, partners and vendors * Manage official correspondence and presentation incl. drafting, translating, DTP and layout e.g. agreements, board & steering committee meeting minutes, client’s requirements etc. * Plan, monitor, ensure quality and deliver document deliverables (English & Thai) * Manage project management information database | **Achievements**   * Increased team efficiency by managing complicated project documents and initiatively centralizing & organizing them to be securely stored and conveniently accessible & searchable * Participated in teamwork delivering all deliverables of a multi-million traditional CRM & e-CRM contact center project to Krung Thai Bank under agreed timeline & requirements * Played a vital role in managing document deliveries as well as communicating with clients and collaborating with partners and vendors |
| Mar 2001 – Jul 2002 **Project Manager, Blueprint Solutions Corporation Co., Ltd. (based in Thailand)** | |
| **Role**   * Advise e-Business team, analyze customer requirements and participate in creating proposals * Plan and manage projects of web design, content and application development * Consult and manage relationship with clients for after-sale projects * Manage internal teams and collaborate with partners and suppliers for web graphic design, web development, data migration, hardware and networking services * Define UX, e.g. web/app structure, wireframes, user specifications, user journey, flows etc. * Assure quality of web & app * Conduct user acceptance tests | **Achievements**   * Successfully bid projects of Petroleum of Thailand, Thai Military Bank and Premier Group * Portfolio of successful web & app project delivery: Premier Capital 2000 Co., Ltd. (Thailand), Premier Interleasing Co., Ltd. (Thailand), Petroleum of Thailand: Exhibition 2000, and TMBAM Visa Electron (Thai Military Bank Amro, Thailand) * Developed and implemented both internal and public web sites with web-based application for several business fields, e.g. enterprising, banking, finance and professional servicing * Created intuitive web functions for universal usage among business units of Premier Group project to save cost and time for projects of the client's other business units |
| Sep 1999 – Feb 2001 (Full time) and Mar 2001 – Oct 2001 (Part time) **Trainer, Web Designer & Copywriter, NetDesign Center (based in Thailand)** | |
| **R**ole   * Assist Founder in pioneering the business in education of web design & development, marketing and ecommerce * Conduct web design and development courses as well as animation and web marketing * Organize seminars on e-marketing and e-commerce * Design and develop web sites including animation for clients * Create and update content of the company’s web sites * Create copywriting for the company’s web sites, advertisements and public relation | Achievements   * Played a vital role in supporting Founder to found the first institute of internet, web design and development in Thailand * Played a vital role in establishing and leading in the education business within a year especially in terms of company’s web production and marketing * Developed over 1,000 certified professionals from leading local and international companies e.g. IBM, Thai Airways International, Japan Airline, Unocal, Frito Lay, Stock Exchange of Thailand, Petroleum of Thailand, Unilever Thai Holding, HSBC etc. * Successfully delivered web sites to clients, e.g. STA Travel (Thailand) and Bangkok Residence |

# AWARDS

## Staff Awards

* **4 awards of Reward & Recognition in 2005-2006**Xerox Global Services, Fuji Xerox Singapore Software Centre  
  For successful projects and teamwork: Motorola, Panasonic Euro, Sumitomo, Jaguar, Scania and Sony
* **1 awards of Reward & Recognition in 2005**Xerox Global Services, Fuji Xerox Singapore Software Centre  
  For my outstanding performance

## Competition

* **1st Runner-up of ‘Thai Intelligence for Economic Crisis Solution’ Public Relations Plan**  
  Mar. 26, 1999 – Organized by Thai Samut Commercial Insurance Co., Ltd.
* **2nd Runner-up of ‘Recycle Campaign’ Public Relations Plan**  
  Mar 27, 1998 – Environmental Public Relations Award (EPR Award) organized by TBCSD

# EDUCATIONAL PARTICULARS

* **Bachelor of Communication Arts**  
  Major in Speech Communication and minor in Public Relations and Performing Arts (1999) Chulalongkorn University, Thailand
* **Project Management course (2002)**  
  Project Management Institution (PMI)

# SKILLS

## Languages

* English
* Thai
* Chinese (basic)

## Computer

* CAT tool: Trados
* Graphic tools: Photoshop, Illustrator, InDesign, Flash, GIF Animator
* Publishing tools: MS Office, FrameMaker, Quark Express, Acrobat

# PERSONAL PARTICULARS

Gender: Female

Age: 39

Date of Birth: 6 August 1978

Nationality: Thai