**MISS PUNNEE JITPHAISANWATTANA**  

20/784 NONSI ROAD ,CHONGNONSI ,YANNAWA , BANGKOK 10120

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**Summary**

* Focused on entrepreneurial professional offering more than 15 years in the construction and home-supplies industry.
* Organized public relation coordinator well-versed in the marketing and advertising fields.
* Advertising consultant knowledgeable about planning ,creating and implementing campaign strategies and

 media relations activities.

**Career Competencies**

* Talented 6 years of progressive experience in global advertising company and 15 years of challenged experience in construction and home-supplies business.
* Responsible for internal and external communication system which related to launch new product or re-launch product such as TV commercial production ,radio spot, brochure ,leaflet , magazine advertisement and events.
* Managing company profile brochures for distribution to customers, relevant authorities, etc. for PR purposes including possibly the preparation of videos about our clients, to be used for the press, visitors and business partners.
* Liaising and working with the creative groups to ensure that all communications including relevant information about the group and its activities are properly communicated internally and externally.
* Establishing and ensuring a good relationship with the media (English and local languages) to reinforce company and brand image and generally ensure that the groups get positive impreesion in the press.
* Preparing press kits and invitations for press conferences arranged by our client and issuing press statements.
* Supporting overall marketing and advertising strategies with relevant PR, communication programs and activities as requested by client and creative teams.
* Completes store operational requirements by scheduling and assigning employees; following up on work results.
* Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
* Maintains operations by initiating, coordinating, and enforcing program, operational, and personnel policies and procedures.

**Highlight**

* Thai native speaker
* Possess a strong knowledge of the English language
* English – Thai article translation
* Graduated from Communication Arts Faculty
* Computer –oriented especially in Microsoft Office
* Customer- oriented ,strategic planning , multi-skilled tasker
* Budget management ,positive attitude, can- do worker
* Worked well under pressure situations
* Excellent Presentation

**Experience**

* Manager : KNB Homesupplies ( Feb 2014 – present )
* Manager : Chokechai Hardware ( Jan 2003 – Jan 2014 )
* Assistant Manager : Kijjareon Timber ( 1995 – 2003 )
* Account Executive : Young & Rubicam Co.,Ltd ( 1992 – 1995 )
* Public Relation Executive : Tom Tailor ( Thailand ) Co., Ltd. ( 1991-1992 )
* Account Executive : 1990 – 1991 : Thai Arusu Co,.Ltd.

**Education**

Bachelor of Communication Arts – Broadcasting (1990 ) , Chulalongkorn University

Master of Communication Arts – Mass Communication ( 1998 ) ,Chulalongkorn University

**Technology and Language Proficiency**

Computer : Word,Excel -Good

Foreign language : English -Good

**Expected Salary**

120000 Baht