

SAOWAPHA SUNGKABOON (AMIE)

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Results-driven Content Producer with 3+ years in social media strategy and audience growth. Achieved 100k+ followers for Go Green Girls in 6 months with a strong focus on influencer marketing. Skilled in producing and optimizing news content for workpointTODAY, Passionate about impactful digital storytelling.

EDUCATION

Fanshawe College — Dean's Honour Roll	Present - Aug 2025
Digital Communication Management (Graduate Certificate)	
Thammasat University	2016 - 2020
- Bachelor of Science (Major in Statistics, Minor in Journalism and Mass Communication) - TUTV Club generation 6 : MC, producer, TUTV awards event	
St. Joseph Thiphawan School	2000 - 2016
Conductor and musician member of SJT Band	

WORK EXPERIENCE

Creative Producer, Punpromotion Co., Ltd.	Nov 2022 - Jan 2024
- Plan and create the overall content on social media platforms of the Go Green Girls channel. - Set the OKRs(Objectives and Key Results) for reaching the channel's goal. - Manage all projects related to the channel including client and partner projects. - Initiate 'Bring It Home 2nd-hand Market' the first event of GGG. - Set the influencer marketing plan for the GGG channel. Awards: Top 5 Best Creator Performance on Social Media in Sustainability from 12th Thailand Social Awards / The finalist in Creative Business Awards 2023 from the Creative Talk Conference(CTC).	
Producer & Co-producer, Workpoint Entertainment Public Co., Ltd.	Nov 2020 - Oct 2022
- Producer of HASHTAG which summarizes news topics Ep15-91 on TODAY YouTube. - Co-producer of workpointTODAY LIVE : set topic, contact guests, write news script for host, and control live stream on YouTube and Facebook. - Create video highlight interviews and guests' quotes from full interviews - Write articles about Korean Entertainment for the workpointTODAY PLAY page.	
Intern (Creative), MCOT Public Co., Ltd.	2018

ADDITIONAL EXPERIENCE

Barista & Cashier (Part-time), Real Fruit Bubble Tea Inc Company	Mar 2025 - Present
- Prepares drinks in accordance with formula and preparation techniques. - Provide customer service; handles issues and complaints.	
Sales Associate (Seasonal Part-time), MINISO Group Holding Limited	Nov 2024 - Jan 2025
- Operating the point-of-sale (POS) system, restocking and arranging shelves. - Promoting current promotions and informing customers regarding products / store policies.	
Staff (Part-time), KidZania Amusement park	2016
Musician member (Part-time), Bangkok charity orchestra (BCO)	2014

ADDITIONAL INFORMATION

- Skills:** Social media platforms, Content production, Excel, Interpersonal skills, Customer service
- Certifications:** Fundamentals of digital marketing from Google Digital Garage