

AEKK na ranong

Deputy Director (Group Brand Communication & Media Management) at True Corporation

naranongaekk@gmail.com

Summary

Accomplished communicator with solid oral, written and presentation skills. Widely experienced in brand management, marketing, marketing communication, advertising and people management including the knowledge of art, design and fashion with taste. History of developing effective strategies and building brand recognition. Highly proficient in strategic planning and organizing with natural abilities in leadership, human relations, social connections, creative management and all productions.

Key skills and expertise:

- Branding • Art & Style & Design • Fashion • Lifestyle
 - Brand & Marketing Communication • Media & Advertising
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Experience

Deputy Director (Group Brand Communication & Media Management) at True Corporation

July 2017 - Present

Responsible for branding, brand communication, marketing communication, campaign & strategy of TRUE Corporation in the team of TRUE digital platform, innovation & content by brands of TrueID, TrueYou, TrueIoT, TrueRobotics, TrueBusiness, Content etc.

Brand Consultant/ Creative Director/ University Lecturer/ Editor-in-Chief

January 2007 - Present

1. Brand Consultant/ Creative Director : many brands, projects, campaigns and clients, for example, TOYOTA motorsport, Brand's VETA, Brand's Supplement, BFS Bangkok fashion society, Central Department Store, Wall's Fruitare, TMB, HHDTV etc.
2. University Lecturer :
 - Chulalongkorn University/ Master's degree student/ International program/ Faculty of Communication Arts
 - Bangkok University : Bachelor's degree student/ BUCA Signature program/ Faculty of Communication Arts
 - Bangkok University : Bachelor's degree student/ Entrepreneurship for Communication Design/ Faculty of Fine Arts
 - Bangkok University : Bachelor's degree student/ Art Direction/ Faculty of Fine Arts
 - Bangkok University : Bachelor's degree student/ Media & Entertainment Business/ Faculty of Communication Arts
3. Fashion Brand Partner/ Brand Director : WOLFKIND @wolfkind
4. Editor-in-chief/ Founder : RARE magazine @rarecitizen
5. Columnist : Many magazines on lifestyle and branding

Head of Branded Content & Sponsorship at OMD Worldwide

January 2016 - June 2017 (1 year 6 months)

Create all branded content & creative strategy to all clients under OMD group both for OMD and PHD such as Google, iPhone, Line, NIVEA, dtac, McDonald, Lamer, SCG, Boots, Gatsby, Caltex, IKEA, Nissan, Glade, Elca Products, Thanachat bank, Scotch, RS skincare etc. as well as to support the most value sponsorship package with great analysis and recommendation for both offline and online planning including all productions of content materials; text, vdo, audio, visual etc. for all objectives of clients' brand team.

Managing Director (Music Label) at GMM Grammy PLC

April 2011 - April 2015 (4 years 1 month)

Create the music happenings for FRONTAGE music label, GMM grammy; single, artist, project, campaign etc. Previous projects and artists; FRONTAGE luggage album, FRONTAGE freeform album, golf pichaya, son yuke, panpan temfah, champ suppowat, oung khemmarat etc. Control all directions of artists and projects with the strategic direction and roadmap, also manage all music content, marketing communications and marketing strategy etc as well as creating the single & album directions for other music labels in GMM grammy; Nat Sakdatorn, BFF concept for New Jiew Aof, Lula, The Bottom Blues, Potato etc.

Communication Planning Manager at GroupM

February 2010 - March 2011 (1 year 2 months)

Responsible for full media communication strategy planning, implementation & executions for both offline and online for Colgate & Palmolive, Protex, Mitsubishi, OISHI restaurant, AYCAL Car 4 Cash & Cash 2 Car, Burger King, Shishedo, Government segment etc with the best recommendation and services under creativity and innovations.

Corporate Marketing Director at RS Company Limited

December 2007 - January 2010 (2 years 2 months)

In charge of branding, marketing, marketing communication, advertising & also sale package. Re-branding project for COOL 93 fahrenheit (No.1 easy-listening radio station in Thailand), SKY-HIGH network and all marketing campaigns as well as being in charge of Editor-in-Chief of ACROSS magazine (free copy) and Executive Producer of A-LIST channel on True70.

Senior Strategic Planner (Brand & Marketing Team) at Toyota Motor Thailand, Co. Ltd.

October 2004 - November 2007 (3 years 2 months)

Responsible for Brand Corporate Marketing, product communication & advertising strategy of TOYOTA. Develop MARCOM strategy and product launch campaign; CAMRY, ALTIS, VIOS, WISH, YARIS etc. and create the strategy for "The Style by TOYOTA" at SIAM (As the first team who created this project, sparked the idea, building's concept and named this building, etc.)

Marketing Manager at The Nation

March 2001 - September 2004 (3 years 7 months)

Responsible for branding, marketing, marketing communication, advertising & event activation, campaigns, sale package etc. all magazines; Wallpaper, Livingetc, Harper's Bazaar, HAIR, Prestige, Topgear, Swing under The Nation Group

Education

Chulalongkorn University

Master of Arts (M.A.), Cultural Management, 2002 - 2003

Huachiew Chalermprakiet University

Bachelor of Arts (B.A.), English/ Psychology, 1998 - 2001

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[Contact AEKK on LinkedIn](#)