

MIRA KOOMMANONT

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EDUCATION

- Thammasat University, Bangkok Thailand** **2018 – 2022**
- Bachelor of Liberal Arts (International Program) – British and American Studies Major
 - GPAX: 3.12
- Demonstration School of Suan Sunandha Rajabhat University – English Program** **2012 – 2018**
- GPAX: 3.6

INTERNSHIP EXPERIENCE

Prakit Holdings PCL. (Bangkok, Thailand) **July – August 2022**
Media Planning Trainee

- Reviewed and analyzed various visualizations conveying campaign data to draw conclusions for media plans.
- Researched information for possible campaign content.
- Manage, report, and optimize media plans.
- Assembled and summarized data to create result reports to the clients.
- Provided project related support to achieve team objectives.

Dgtl8 (Bangkok, Thailand) **June – July 2021**
Creative Content Writer

- Researched information for possible content topics in marketing.
- Wrote informative weekly articles to increase customer engagement and new audience through SEO and keyword integration.

Women In Fashion (International Company) **March – July 2021**
Social Media Manager

- Managed weekly activities through social media platforms and increased customer engagement rate by 20% within a month.
- Reported customer's feedbacks.
- Created presentations and edited booklets for brand's online workshops.
- Developed layouts for brand's landing pages.
- Developed brand's visuals used in advertisement.

Research Translator (Bangkok, Thailand) **April 2021**

- Translated academic research documents from Thai to English.
- Reviewed final works to spot and correct errors in punctuation, grammar, and translation.

EXTRACURRICULAR ACTIVITIES

Certificate in Language, Media, and Communication (Faculty of Liberal Arts) **January 2022**

- Developed strategy to improve a business by using design thinking to solve problems.
- Interviewed and researched additional data.

MISCELLANEOUS

- Languages Thai (Native), English (Proficient)
- Computer Skills Microsoft Word, Microsoft Excel, Microsoft PowerPoint