

# Mr. Sanyapong Wongngoen

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## Creative Director & Project Manager

Results-driven leader in Marketing & Communications with over 9 years of dual expertise in shaping creative strategy and steering end-to-end project delivery for clients across public utilities, government, real estate, and SMEs. Skilled at blending UX storytelling, data-driven insights, and agile methodologies to deliver measurable brand growth and seamless execution.

### CORE SKILLS

- **Creative Strategy & Storytelling:** UX content, brand messaging, campaign concepting
- **Multimedia Production:** Video editing, motion graphics, animation, livestreams
- **Project & Budget Management:** Agile (Scrum/Kanban), timeline planning, vendor negotiation, cost monitoring (up to THB 500k)
- **Integrated Campaign Execution:** Digital media, social platforms, experiential activations
- **Team Leadership & Collaboration:** Cross-functional coordination with creatives, production crews, influencers, external partners
- **Marketing & Analytics:** Meta Business Suite, TikTok Analytics, SEO/SEM
- **UX/UI Collaboration:** Figma, Miro, Trello, ClickUp
- **AI & Technical Toolkit:** ChatGPT, Adobe Firefly, Gemini, Google AI Studio, Picasso

### EDUCATION

**Srinakharinwirot University** | Jun 2010 - Mar 2014  
Bachelor's Degree in Interactive and Multimedia Design,  
College of Social Communication Innovation (COSCI) | GPA 3.27 Second-Class Honors, Upper Division

### PROFESSIONAL EXPERIENCE

**TDT Trading Co., Ltd.** – Official Distributor of Venson Badminton (Bangkok, Thailand) | Oct 2025 – Mar 2026

#### Senior Creative Strategy

- Led end-to-end brand and communication strategy, leveraging data and audience insights to develop scalable content frameworks (Content Pillar & Structure) driving consistent growth across channels.
- Directed cross-functional teams (Content, Design, Production) and defined Art Direction to ensure high-impact, on-brand execution aligned with business and executive objectives.
- Owned integrated campaign execution across product marketing and experiential events, bridging strategy to execution for launches, tournaments, and activations.
- Collaborated with Sales, Modern Trade, and Ads teams to translate commercial and performance data into actionable content strategies; coordinated with HQ (China) to align brand communication and product direction.
- Designed and implemented cross-team operational systems (GSuite, ClickUp), improving workflow efficiency, scalability, and execution speed.

#### Key Achievements:

- Scaled content performance with 265+ assets, achieving 5.28% engagement rate and +9,000 new followers within 5 months.
- Delivered high-impact campaigns and events: XP Pro Launch (100+ attendees), VS Tournament (300+ participants), One Piece Collection Launch.
- Established strategic frameworks and workflows adopted as core operating model for the team.

**Brainbow Co., Ltd.** – Creative and Media Agency (Bangkok, Thailand) | Oct 2016 – Oct 2025

#### Creative Director

- Directed campaign strategies and crafted UX-aligned creative solutions based on in-depth client interviews and market analysis.
- Developed storytelling frameworks, key messages, and visual concepts tailored to target audiences.
- Planned and executed multi-platform marketing campaigns, optimizing budgets via Meta Business Suite, TikTok Analytics, and Google Ads.
- Managed full creative lifecycle: concept development, scripting, storyboarding, graphic design, motion graphics, animation, and video production.
- Coordinated cross-disciplinary teams (production crews, animators, developers, media buyers) and maintained rigorous quality control to uphold brand standards.
- Applied Agile (Scrum/Kanban) and Lean methodologies to streamline workflows and mentor junior creatives in Adobe CC and emerging AI tools.

#### Project Manager

- Applied Agile frameworks and Lean thinking to plan project timelines, delegate tasks, and ensure consistent on-time delivery.
- Managed budgets up to THB 500k—including quotations, vendor negotiations, cost monitoring, and expense tracking.
- Acted as primary liaison between clients (e.g., Metropolitan Waterworks Authority, Department of Health, GSK) and internal teams, facilitating requirements gathering, stakeholder workshops, and executive presentations.
- Negotiated scope changes, handled escalations, and maintained strong client relationships to drive consensus and alignment.
- Led integrated campaign execution across digital media, social platforms, and live events; coordinated creatives, media buyers, influencers, and event crews.
- Analyzed performance data to refine strategies, enhance engagement, and meet strategic objectives.

#### Selected Projects: (See more portfolio: [www.wsanyapong.com](http://www.wsanyapong.com))

- **Respiverse 2024 (GSK):** Designed user experience and visual communication for a global COPD symposium with 300+ participants. Coordinated cross-functional teams to ensure seamless participant experience.
- **MWA Service Campaign:** Led campaign planning, influencer collaboration (The Room Maker), and SEO content development to promote Metropolitan Waterworks Authority services.
- **MWA onMobile App Promo:** Directed a full-scale campaign, producing a Japanese-style 2D animation series that achieved over 1,080,000 total reach across digital platforms.
- **MWA National Children's Day Live:** Managed livestream production and visual logistics, generating 26,000+ views, 20,000+ comments, and 520+ shares on Facebook.
- **VMS Real Estate Brands:** Developed brand communications for offices, hotels, and restaurants; supervised design and production of banners, video, photo, and exhibitions.

## SKILLS & TOOLS

Well-versed in modern design tools, marketing platforms, and collaborative systems for creative operations and content delivery.

### Creative & Design Software

- Adobe Creative Suite: Illustrator, Photoshop, Premiere Pro, After Effects, Animate, Audition
- Final Cut Pro, Motion
- Maya (Basic 3D)
- Canva, CapCut
- LottieFiles

### Production Equipment Skills

- Camera Operation (DSLR / Mirrorless)
- Studio Lighting & On-Set Lighting Setup

### UX/UI & Collaboration Tools

- Figma
- Miro
- Trello, ClickUp, ToggIPlan

### Marketing & Web Tools

- Meta Business Suite
- Google Trends
- Wix (Website Builder)
- HTML / CSS

### Office & Productivity

- Microsoft Office: Word, Excel, PowerPoint
- Google Workspace
- Apple iWork: Keynote, Pages, Numbers

### AI & Emerging Technologies

- ChatGPT, Sora
- Gemini, Google AI Studio
- Adobe Firefly
- Picasso (Freepik AI Tool)

### Language

- Thai (Native)
- English (Advanced)

### License

- Thai Driving License (Type 2 – Personal Vehicle)

## SOFT SKILLS

Storytelling • Communication • Collaboration • Adaptability • Time Management • Creative Thinking • Animation/Motion • UX Design • Critical Thinking • Agile

## TEACHING EXPERIENCE

- **Guest Teacher – Motion Graphic Course, Bangkok University. 2018**  
Taught a workshop on Adobe After Effects for undergraduate students.
- **Guest Teacher – Graphic Design Course, Srinakharinwirot University. 2018**  
Delivered a session on graphic design fundamentals and Adobe Photoshop techniques.

## AWARDS

- **Top 10 – Best Animation Award, Thailand Animation Festival #2 2014**  
Awarded for "REBOOT" animated short, selected among the top 10 entries nationwide.

## VOLUNTEER & EARLY EXPERIENCES

- **Volunteer Teacher – Photoshop for Educators & Students, Srakaew Province 2013 / 2014**  
Designed curriculum and taught Photoshop workshops to support digital media learning.
- **Motion Graphic Intern, Always On Studio 2013**  
Trained in motion graphic design, creative ideation, and production workflow.
- **Editor & OB Switching Intern, Channel [V] Thailand 2012**  
Gained hands-on experience in TV show editing and live broadcast switching systems.
- **Student Club Organizer – SMO COSCI, College of Social Communication Innovation 2010 – 2011**  
Collaborated in organizing faculty-wide student events and extracurricular activities.

## COURSES & TRAINING

- **Skill Driving Experience Training 2024**  
Trained in vehicle control and corrective techniques for handling driving emergencies.
- **UX/UI Design – Online Course, Skooldio 2023**  
Studied the five elements of UX, critical design thinking, product design, and learned wireframing using Figma.
- **UX/UI Design – Workshop, UXUI.studio 2023**  
Learned the fundamentals of user experience design, basic frameworks, and essential design tools.
- **Lean Startup Workshop 2018**  
Studied business development methodologies using the Lean Startup approach.