



Nattanit Vora-urai

A storyteller with interests in art, space design, linguistics, and marketing with specialty in content creation, art direction and conceptualisation.

Experience

2017

Gao Tor Gao 9:9

- Exhibitor, Organizer Team

Finding Creature Exhibition

- Exhibitor

CommDe x Seoul Exhibition

- Exhibitor, Mural Painter

2018

Spirou4Rights & Marsu4Nature

Exhibition at Alliance française de

Bangkok

- Staff, Exhibitor

2019

Planetaria Exhibition at The National
Gallery

- Reception, Exhibitor

CommDe x RCAC Silent Speaker

- Exhibitor

Unintentional Archive Exhibition

- Exhibitor, Curationer,
Production Team

2021

CommDe Creative Walk 2021

- Exhibitor, MC

Education

2005-2011

Saint Joseph Convent School

2011-2017

Amnuaysilpa school

2017-2021

Chulalongkorn University,
Department of Communication
Design CommDe

2018-2018 (Two weeks short course)

Nuova Accademia di Belle Arti
Digital Illustration Short Course

Jan 2020 - Mar 2020

Tampere University (Exchange
Semester)

Work Experience

Digital Marketing Executive (October 2024 - Present)

Grey Alchemy

- Strategising monthly social media content and media buy plans to match the clients' set KPIs for the following clients: Singha Beer (Global), Singha Beer (UK), Banyan Living (under Banyan Group), Banyan Tree Residences Sichon, and Araksa Tea Garden
- Handle day-to-day client management to ensure seamless collaboration between the client and internal teams.

Social Media Manager (August 2023 - October 2024)

Courtyard Group

- Devising monthly content plans and managing 6 social media accounts on the daily for the following: BEAM Bangkok, BEAMCUBE, 72 Courtyard, Beer Belly BKK, OKONOMI, and Yuji Ramen.
- Handling copywriting tasks in both Thai and English in various tonalities for different branding identities.
- Working closely with the Group Marketing Manager to plan online and offline marketing campaigns in cohesion with each brand's identity and business goals.
- Liasing with partners to plan for collaborated campaigns, events, and seasonal projects.

Content Marketing Executive (April - August 2023)

NORSE Republics

- Conceptualising content and paid advertisement ideas for NORSE Republics Instagram and Facebook accounts.
- Working closely with the founder to come up with monthly promotions and other marketing tactics
- Handling copywriting tasks for short and long form content for their social media pages and press release of events.

Social Media & Design Internship (October 2021 - January 2022)

Junior Account Executive (January 2022 - January 2023)

CHOW

- Cross-communicating with the Singapore team to manage international clients, along with supporting the marketing team in Thailand.
- Taking the lead in photoshoots during the pre-production process, as well as managing the shoot in real-time with experienced photographers
- Developing monthly social media content plans that conform to the brand's core identity, style, and target audience for various brands, including getfresh (TH), Perrier (TH), Santi's (SG), Analogue Initiative (SG), Native Bar (SG), and Matchibako Bistro Izakaya (TH).
- Working on social media content strategy proposals alongside other Account Executives, Performance Marketers, and Chow Social Cofounder.

Editorial Internship (June-August 2020)

GQ Thailand

- Visually translating written content into illustrations and graphic works for the website www.gqthailand.com and magazines.
- Acting as the go-between for the creative and editorial teams, multitasking and switching between tasks from both fields.



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