



CONTACT

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Bangkok

EDUCATION

Master's Degree

Mass Communication
Admin
Thammasat University
GPA: 3.69 | 2013–2015

Bachelor's Degree

Communication Arts
Silpakorn University
GPA: 2.73 | 2007–2010

CORE SKILLS

- Social Media Strategy
- Content Marketing
- Brand Awareness Campaign
- SEO Content Production
- Influencer Marketing
- Copywriting & Storytelling
- Consumer Insight
- Campaign Planning
- AI-Driven Content Strategy

TOOLS & SOFTWARE

- Canva | CapCut
- WordPress
- Microsoft Office
- ChatGPT | Gemini | Claude

LANGUAGES

- Thai: Native
- English: Moderate
- Korean: Elementary

AWARDS & RECOGNITION

🌟 **Lemon8 Rising Star**
January 2024
Fortune Teller category

URASSADA KHUNKHOM

Content Marketing Strategist | Digital Communication Specialist

PROFESSIONAL SUMMARY

Results-driven Content Marketing Strategist with 15 years of experience in brand storytelling, digital communication, and social media content strategy. Proven expertise in planning multi-platform campaigns across Facebook, Instagram, LINE, and TikTok, with a strong background in influencer marketing and SEO content production, including Thai-language SEO content ranked in Google's AI Overview, covering specialized orthopedic health topics. Equipped with advanced Generative AI skills, leveraging AI tools to accelerate content ideation, optimize campaign messaging, and drive marketing innovation.

AI & DIGITAL COMPETENCIES

- Strategic Prompt Engineering & AI Persona Design, customizing ChatGPT, Gemini, and Claude for brand-consistent, high-quality content at scale
- AI-Driven Content Strategy, using Generative AI to ideate campaigns, draft multi-platform content, and sharpen brand messaging
- AI Conversation Design, crafting tone, emotional depth, and narrative consistency across long-form and short-form content
- Role-based AI simulations to extract actionable marketing insights and transform them into engaging video and social content

Certifications

- Skills 101 with Claude & Cowork, Academic Service Center, Rangsit University (2026)
- Skills 101 with Claude Code, Academic Service Center, Rangsit University (2026)
- Gen AI Beyond the Chatbot, Google Cloud (2026)
- Mastering AI-Powered Design & Productivity, Chulalongkorn University (2025)
- Practical Google Analytics 4 (2024)
- AI for Entrepreneurs | ChatGPT for Enterprise | Alisa AI Chatbot (2023)
- Skills 101 with Claude & Cowork, Academic Service Center, Rangsit University (2026)

WORK EXPERIENCE

Senior Copy Writer

Feb 2025 – Apr 2026

KDMS Specialized Orthopedic Hospital

- Developed brand awareness content and social media storytelling across hospital platforms
- Researched and analyzed SEO keywords to produce high-ranking, comprehensive health articles
- Coordinated influencer review campaigns to amplify hospital brand reach and credibility
- Produced patient testimonial content through in-depth interviews for social media use
- Managed content publishing on WordPress and created engagement-driven content on Lemon8

Writer (Freelance)

Jun 2024 – Aug 2024

Today

— Lemon8 Thailand

PORTFOLIO

[Click to view portfolio](#)

- Sourced and interviewed business figures; produced long-form interview articles for online publication
- Coordinated shoot schedules between interviewees and photographers

Senior Digital PR and Partnership

Feb 2022 – Aug 2023

True Corporation, Digital Communication Department

- Planned and produced lifestyle-focused Digital PR content and brand articles for online media channels
- Developed social media Facebook Page content: promotions, movie campaigns, and creative artwork
- Identified and coordinated influencers aligned with corporate values to support marketing campaigns
- Generated business, DJSI, and CSR articles for corporate blog and executive briefings

Branded Content Editor

Aug 2020 – Jan 2022

Tencent (Thailand) Company Limited

- Produced advertorial content and SEO-optimized articles for digital publication
- Planned advertorial production and coordinated with models and creative teams for client presentations
- Managed freelance writers and photographers to ensure quality and on-time delivery
- Gathered client and sales briefs and translated them into actionable creative briefs for designers

Content Manager

Mar 2018 – Mar 2020

Hubwriter and Neuromarketer Co., Ltd.

- Created content marketing strategies and social media campaign plans for multiple client brands
- Led and managed a team of writers; applied Neuromarketing principles to craft consumer-centric messaging

Editor Officer

Feb 2014 – Feb 2018

Amarin Printing and Publishing Public Co., Ltd.

- Interviewed 500+ business leaders and celebrities for multi-platform editorial content
- Wrote feature articles, special reports, advertorials, and interview scripts for print, web, and social media

Content Marketing & Journalist

Jan 2012 – Feb 2013

Brillion & Million Co., Ltd. (Digital Agency)

- Created multi-brand content strategies, campaign activities, and digital content for client websites

MEDIA & PRESENTATION SKILLS

- Event Host & MC, experienced in academic seminars and corporate events
- Livestreaming & On-Camera Presentation, live broadcasts and product demos with natural on-screen presence
- Voiceover & Storytelling, professional voice quality suited for narration, news reading, and podcasting