

Jenjira Sonlee

+66655099728 · jenjira.sonlee@gmail.com · jenjirasonlee.com
4379/102 Ideo Mobi Sukhumvit Eastpoint, Sukhumvit Road, Bang Na, Bangkok 10260

DIGITAL MARKETING SPECIALIST

As a Digital Marketing Specialist at Amber Farm Co., Ltd., I've propelled our online presence, turning a Facebook fan page from 65 likes to 9,500+ and Instagram followers from 16 to 5,000+. Experienced in website development, I've managed UX/UI for four Wix sites with SEO strategies. In graphic design, I've crafted impactful visuals for products, packaging, and presentations, contributing to the company's design language. I ensure a significant contribution to any project or organization with my broad skill set and creative approach.

KEY COMPETENCIES

Versatile Skill Set | Social Media Optimization | Creative Content Creation | Website Development (Wix, WordPress) | Graphic and UX/UI Design (Adobe CC) | Microsoft Office (Word, Excel, PowerPoint) | Project Management | Manufacturing Collaboration | Cross-Cultural Communication | Adaptive Problem-Solving

PROFESSIONAL EXPERIENCES

Digital Marketing Specialist Amber Farm Co., Ltd.

Aug 2021 - Present

I've driven substantial growth in online presence and engagement, successfully managing social media channels to achieve notable successes. With expertise in website development and creative design, I've contributed to the design and maintenance of multiple Wix sites, earning recognition as a valued partner. My efforts have also extended to crafting compelling product designs and managing the production of printed materials, while initiatives in brand-building and multilingual accessibility have expanded the company's global reach and reputation.

Accomplishments:

Social Media Engagement:

- Successfully propelled online presence, elevating the Facebook fan page from 65 to an impressive 9,500+ likes and increasing Instagram followers from 16 to over 5,000. Continuously driving growth and engagement on social media platforms.

Sales Impact through Social Media:

- Monitored and engaged with clients on social media platforms, contributing to the rapid sell-out of 1,000 hemp plants within two days after a strategically timed post. Demonstrated the direct correlation between social media presence and sales success.

Website Development and Recognition:

- Designed and currently maintain five Wix sites for the main company and sub-brands, showcasing my UX/UI skills. Recognition from Wix led to an invitation to become a partner, culminating in attendance at the prestigious New York Conference for Wix developers.

Product Design and Manufacturing Collaboration:

- Successfully created and executed visually appealing product and package designs for sub-brands. Initiated manufacturing orders and collaborated with various manufacturers to produce best-selling items, meeting both the company's demands and aesthetic standards.

Content Strategy and Brand Building:

- Orchestrated content scheduling and creation, transforming the company from relative obscurity to a well-known and trustworthy entity. Attracted the interest of notable individuals, fostering a reputation that generated significant attention and discussion.

Printed Material Design and Procurement:

- Designed and managed the production of various printed materials, including business cards, flyers, and vinyl signs. Ensured a consistent and visually appealing representation of the company across diverse mediums.

Multilingual Accessibility:

- Applied translation abilities to convert the company's website and materials into English, significantly expanding accessibility for international investors and potential partners. Facilitated increased interest and engagement from a global audience.

Marketing And Public Relations Intern

Jan - Apr 2021

KMITL Research and Innovation Services

I excelled in translation, crafting bilingual content for research documents, grant forms, KRIS website materials, and video subtitles. Engaging in multimedia production, I captured event moments through photos and videos, enhancing KRIS's visual narrative. My adaptability and proactive approach were evident in the successful completion of various assigned tasks. This internship showcased my proficiency in translation, graphic design, and multimedia production, reflecting a dynamic and versatile skill set.

Accomplishments:

Research Grants Management Infographics:

- Developed and executed a project during an internship focused on creating a "Manual for Managing Research Grants" for researchers. Summarized complex information into concise English and Thai infographics, achieving three key objectives: enhancing understanding of the research grant process, bilingual content for the KRIS website, and providing a user-friendly guide for researchers. The project aimed to improve the website image and facilitate accurate and efficient grant management for both Thai and international researchers.

OhmniBot Video Production:

- Collaborated with OhmniLabs from California and SCB10X to promote the innovative OhmniBot communication robot at KRIS. Took charge of selecting video shooting locations, capturing footage of the robot, and editing the video for social media. The resultant promotional video served as a gesture of gratitude to SCB10X, establishing the OhmniBot as a new means of organizational communication.

INTERNATIONAL EXPERIENCE

Au Pair in the Netherlands

Amsterdam, North Holland | Jan 2023 - Jan 2024

- Engaged in a year-long cultural exchange program as an Au Pair in the Netherlands, fostering cultural understanding, adaptability, and appreciation for diverse perspectives. Simultaneously, successfully managed time between aupair responsibilities and remote work as a Digital Marketing Specialist for Amber Farm Co., Ltd., enhancing the company's online presence and growth.
- Demonstrated proficiency in English, navigating daily life and effectively communicating in a non-native language. Cultivated strong interpersonal and communication skills while caring for children from diverse backgrounds. Addressed challenges inherent in a foreign environment, showcasing problem-solving abilities, resilience, and effective time management.

EDUCATION

King Mongkut's Institute of Technology Ladkrabang

Aug 2017 - June 2021

Bachelor of Arts in English with a Minor in Translation (First-Class Honors)

LANGUAGES

Thai: Native Proficiency | **English:** Professional Working Proficiency | **Chinese:** Elementary Proficiency

References: Available upon request

LinkedIn: [linkedin.com/in/jenjirasonlee](https://www.linkedin.com/in/jenjirasonlee)

Portfolio: jenjirasonlee.com