



ONPAILIN RANGSITHIENCHAI

EXPERIENCE

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EDUCATION

OCCIDENTAL COLLEGE | MAY 2020

Bachelor of Arts: double major in Media Arts & Culture and Economics;
Cumulative GPA: 3.72/4.0 Cum Laude

SKILLS



Illustrator



Photoshop



Premiere Pro



InDesign



After Effects



Social Media Marketing Tools
(Meta, Twitter, Snapchat, TikTok, Youtube)

Other: Proficient in Figma, Microsoft Office Suite, G-Suite, Keynote, Klaviyo, Omnisend, Creatopy; basic knowledge of Dreamweaver (Bootstrap framework), marketing metrics analysis (Facebook Ads Manager, Google AdWords, Google Analytics)

DIGITAL VISUAL DESIGNER | RISE INTERACTIVE

04/2021 – Present

- Produce static and animated deliverables within all project guidelines, including brand guidelines, channel specifications, and client feedback, but also work to continuously push design strategy for brands
- Develop and build upon content strategy, content calendars, and execution of cross-channel creative (Organic and Paid Social, Email, Programmatic, and Web assets) for clients across a wide range of industries, including but not limited to CPG/Retail, Healthcare, Financial & Insurance
- Contribute to sales materials by providing design assistance and strategic thought
- Gained working knowledge of Amazon Marketplace strategy and executed on Panel and A+ Content Imagery; successfully produced branded template for 13+ brands for a pet supplement brand with 80+ ASINs
- Collaborate with senior designers, copy team, UX designers, social team, account team, PMs, external stakeholders, and more to gain feedback on work and insights on projects

GRAPHIC DESIGNER AND SOCIAL CONTENT PRODUCER | FREELANCE

06/2020 – Present

- Establish and manage a freelance graphic design business that aims to assist companies in digital brand development from brand design to creative content
- Responsible for weekly product email design and website banners for beauty brands, including photo-retouching
- Produce and design branded static and video social content mirroring company brand style, including for Instagram, Facebook, Twitter, and LinkedIn

SOCIAL MEDIA MARKETING INTERN | NICKELODEON

10/2019 – 05/2020

- Developed and produced weekly creative content for organic and paid live Instagram and Snapchat stories for over 6 million followers on the Nickelodeon brand and show accounts (live-action and animation properties)
- Conceptualized and prepared gif animations and other short-form video content for brand promotions across social media platforms

SOCIAL MEDIA MARKETING INTERN | WARNER BROS. ENTERTAINMENT

06 – 08/2019

- Developed weekly social media assets (Facebook, Instagram, Twitter, Snapchat) for over 50 WBTV properties for WB Worldwide Television Marketing
- Responsible for designing, copywriting, and editing of branded social media assets (photo, gif, video) using Adobe Creative Suite
- Filmed, edited, and produced a summer giveaway promo for *One Tree Hill*, including designing motion graphics
- Assisted in creating and editing viral stop-motion animation videos for *Friends* and Lego collaboration, garnering a total of over 6 million+ views
- Created talent promo reels and oversaw social media scheduling for San Diego Comic Con, while coordinating cross-functionally with PR and marketing teams