



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
(Facebook, Instagram, Twitter, Snapchat, TikTok)

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

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 logo design to creative content
- Responsible for weekly product email design and website banners for Calista Tools and Milli Rose Beauty
- 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

OXY DESIGN SERVICE | OCCIDENTAL COLLEGE

Design Manager | 05/2019 – 05/2020
Graphic Designer | 10/2017 – 05/2019

- Oversaw all campaigns and activities of a team of student designers
- Led monthly team meetings and delegated projects to designers
- Evaluated designs to ensure all were on-brand and clients were satisfied
- Designed for over 100 academic departments, student organizations, and outside clients, including the California Institute of Technology

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

MARKETING DESIGN INTERN | RABBIT INTERNET | BANGKOK, THAILAND | 05 - 07/2018

- Planned and oversaw the creative direction and copywriting of digital ads (Google Display Network, Facebook, Line, Rabbit Finance website) for Rabbit Internet's major client campaigns, resulting in an overall 90% success rate in generating leads
- Interpreted analytical data to design PowerPoint decks for business proposals
- Responsible for designing banners for Rabbit Magazine's weekly articles