



ONPAILIN RANGSITHIENCHAI

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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 Dean's List

SKILLS

- Illustrator
- Photoshop
- Premiere Pro
- InDesign
- After Effects
- Social Media Marketing Tools
(Facebook, Instagram, Twitter, Snapchat)

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

EXPERIENCE

SOCIAL MEDIA INTERN | NICKELODEON | 10/2019 - PRESENT

- Script, edit, and produce original content and animated graphics for Instagram stories and other live story platforms for the Nickelodeon brand and show accounts (live action and animation properties) under the Social Media Live Stories department
- Create gifs, boomerangs, and other short-form video content for multi-use across platforms
- Help capture content with talent on set or during tentpole events

SOCIAL MEDIA MARKETING INTERN | WARNER BROS. ENTERTAINMENT | 6 - 8/2019

- Developed social media assets (Facebook, Instagram, Twitter, Snapchat) using Adobe Creative Suite for *Friends*, *Tom and Jerry*, and over fifty other WBTV properties for WB Worldwide Television Marketing
- Responsible for designing, copywriting, and editing of original social media assets (photo, gif, video)
- Filmed, edited, and produced a summer giveaway promo for *One Tree Hill*, including motion graphics
- Assisted in creating and editing stop-motion animation videos for *Friends* and Lego collaboration
- Created talent promo reels for San Diego Comic Con 2019 and scheduled social media posts for event

MARKETING AND DESIGN INTERN | RABBIT INTERNET | BANGKOK, THAILAND | 5 - 7/2018

- Worked as a marketing and design intern for Rabbit Internet's Rabbit Finance sector in Bangkok, Thailand
- Planned and oversaw the creative direction and copywriting of digital ads (Google Display Network, Facebook, Line, Rabbit Finance website) for Rabbit Finance's major marketing campaigns
- Ads launched online had an overall 90% success rate in generating leads online
- Assisted in creation of landing page campaigns for clients, including ideating page banners and layouts
- Helped with devising business proposals, interpreting data, and creating PowerPoint design decks

LEADERSHIP

OXY DESIGN SERVICE

- Design Manager | 5/2019 - Present**
- Graphic Designer | 10/2017 - 5/2019**

- Oversee all campaigns and activities of a team of student designers
- Conduct monthly team meetings and delegate projects to designers
- Evaluate designs to make sure all are on-brand and clients are satisfied