

PUNYARUK BAINGERN

CONTACT ADDRESS :

197 Ekamai 10, Sukhumvit 63, Bangkok, Thailand
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EDUCATION:

2014 - 2015 / MA Advertising and Design, University of Leeds, UK

- A joint program between the School of Business and the School of Design
- Receiver of School of Design Taught Postgraduate Awards
- VP of Creative and Design, Thai Society (over 200 members)
- Took an elective on **Social Media Marketing**

2010 / 'It's Copy, Not Brain Surgery', School of Visual Arts, USA

- A certificate program on copy writing

2006 - 2010 / BFA Communication Design, Milwaukee Institute of Art & Design, USA

- Graduated on the President's List, the school's highest honor with the GPA of 3.7
- Receiver of the Presidential Scholarship from 2009 - 2010

2003 - 2005 / NCEA Level 2, Nelson College for Girls, NZ

- Placed 2nd in Media Studies Class' year ranking in 2005

SKILL:

- **Art Direction:** Coming up with the concepts and the visual directions for integrated campaigns
- **Research:** Conducting research on the client's products and target audiences for insights
- **Strategic Planning:** Creating communication plan from both a creative and business standpoint
- **Presentation:** Structuring and presenting the campaign's proposal alongside with supporting data
- **Graphic Design:** Creating traditional and digital design to build and communicate the visual personality of a brand

Language

- English: IELTS 8.0
- Thai: Native speaker

Software

- Advance: Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- Capable: Adobe After Effects, iWork, Microsoft Office

Hobby

Drawing / Reading / Writing / Gaming / Restaurant review

EXPERIENCE

May 2021 - Present / Creative Group Head, Ogilvy, Bangkok

- Created both offline and online campaigns for Halls
- Part of the team responsible Colgate's renowned Yimsu campaign
- Assisted in the winning pitch for Bangkok Bank

Aug 2017 - Apr 2021 / Art Director, TBWA, Bangkok

- Created both offline and online campaigns for McDonald's
- Created the launch campaign for Krungsri Auto Broker
- Assisted in the winning pitch for Maggi

Feb 2016 - Jul 2017 / Art Director, CJ WORX, Bangkok

- Created a MV using Singto Numchok to promote Pigeon
- Assisted in the creation of KTB Father's Book
- Created an online video for Garnier Sakura White

Jul 2015 / Creative Placement, TBWA, Manchester

- Assisted in generating ideas for integrated campaigns

Oct 2011 - Jul 2014 / Art Director, Monday People, Bangkok

- Organized an integrated event for TrueMove mobile operator
- Created the concept for Nestle's S-26 2014 Expo
- Promoted 'Stop Drinking' campaign for Thai Health Foundation
- Helped in the rebranding of TrueVisions TV operator
- Assisted in the launch campaign for IKEA Thailand

Feb 2011 - May 2011 / Design Intern, Sub Rosa, New York

- Planned and designed Kiehl's 160th year retrospective event

Sep 2010 - Dec 2010 / Design Intern, Thunderdog, New York

- Assisted a street artist in the creation of the 3D Art Book

ACHIEVEMENTS:

Halls Breath of Thailand, Ogilvy, Thailand 2022

- Silver Award in Marketing Excellence's Brand Strategy Category
- Final list in Brand Partnership Category, The One Show Asia Yimsu, Ogilvy, Thailand 2022
- Silver Award in Apac Effie's Brand Revitalisation Category

Full Stop Delivery, TBWA, Thailand 2018

- Archived in Campaign Brief 'The Work 2019'
- Silver Award in B.A.D. 2018's Digital Category

Bronze Award in Adman 2018's Digital Category

- **University of Leeds' BBH sponsored assignment, UK 2015**
- Placed 3rd in the Business School's Advertising module

Magical Medicine MV, Monday People, Thailand 2014

- Bronze Award in Adman 2014's Internet Film Category

Beautiful Giving Campaign, Monday People, Thailand 2014

- Final List in Adman 2014's Media Category

Dog Font Poster, Monday People, Thailand, 2011

- Final List in Adman 2011's Font Design Category