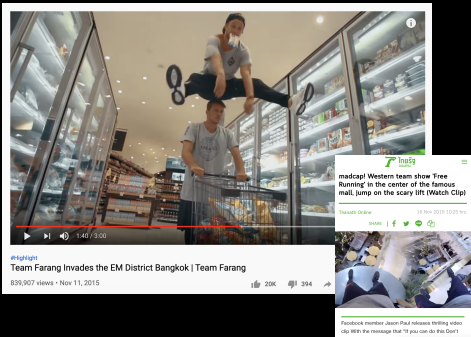


Oh MAI god! PRASERTBODIN

Brand Experience Strategist

The Mall Group 2015

role	Creative Strategist
background	The Mall, Thailand's largest billion dollar retail chain mall operator launched a new shopping complex called "The EM District"
challenge	To appeal to a younger demographic, elevating the ordinary mall experience into one that is based on community and lifestyle



Team Farang invades The EM District

strategy	To change consumer perception of what shopping malls are with The Em District. To electrify the shopping experience and draw attention, I launched a campaign partnering with Team Farang, a free running group with a strong social media presence
solution	As a guerrilla activation, Team Farang spent one day running around The Em District: jumping three stories to the top of the elevator, walking on the edge of the mall's balcony, interacting with shoppers, and performing unbelievable stunts
outcome	This was also captured on video, giving viewers an interactive and entertaining tour of the shopping complex in a brand new way. The videos received millions of views on social media and made organic headlines in Thairath, the top media agency in Thailand

1M+
views/ month



#ifeel...

strategy	We need to connect the disconnect
solution	The largest mapping in Thailand. We had booth for customers to take their photos, upload to the #ifeel... installation and yet to the building of The EM District

1,500+
participants/ 2 weeks

Tia Hong Sing 2018



role	Brand Strategist
background	My grandfather immigrated to Thailand from China and started a business selling tires in 1965. Tia Hong Sing became one of the largest tire distributors in the country
challenge	To continue to set itself apart from competitors, Tia Hong Sing needed a modern brand identity
strategy	Keeping Tia Hong Sing as our company name, I created a consumer-facing brand and customer service extension line called Tyre Solutions. I streamlined operations, upgraded our safety system, and managed a team of 50. I was also responsible for all brand communications, from letterheads to advertising
outcome	As a result of these strategic efforts, Tyre Solutions gained a number of well-known national and international logistic clients like DHL, Nippon Express, and Air Liquide

20%
increased sales
/ 2 years

Pulse 2019



role	Brand Strategist, Creative Director
background	Brandnew fitness studio
challenge	Introduce what EMS fitness is
strategy	To relace what coldes between fitness and technology in Thailand's fitness industry
solution	Spaceship mood & tone, combined with drive and strong passion to exercise. Compelling brand identity, Interiors, Culture "Pulse Tribe" and Social Media Language

179
memberships/ year

Uber 2020



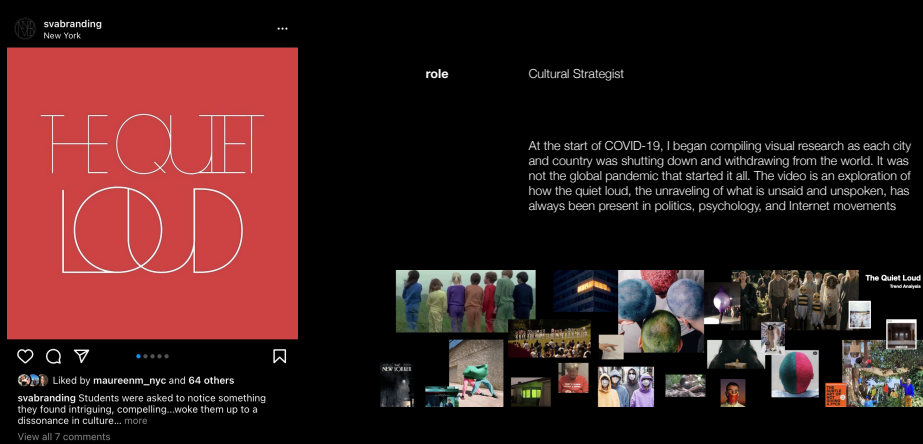
role	Creative Strategist
background	90% of women have been harassed while in transit
challenge	Uber must take a stand for women's safety. As the category leader, Uber understands that safety is critical in creating consumer confidence on the platform. The challenge lies in utilizing Uber's existing infrastructure to initiate concrete action
strategy	We are batwomen. We are night owls. We're not taking back the night. The night was always ours. Bring it on.
solution	Including Recruitment & Training, Uber Ambassadors, Marketing & Visibility campaigns increase in female drivers and female riders. Closing the pay gap for women. Uber is perfectly positioned to be able to own women's safety by building trust and targeting women at the very time when they feel the most unsafe, at night

Richcroft 2021



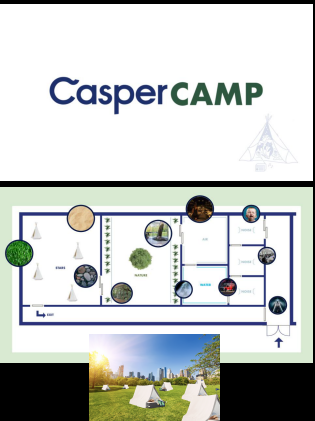
role	Strategist (Freelance), Visual Storyteller
background	Richcroft, Inc. began in July 1983 with the opening of eight residential units, serving twenty-four people with intellectual and other developmental disabilities
challenge	The COVID-19 pandemic has created an enormous shift in how services are provided to adults with intellectual and developmental disabilities. There are 7.2 Million individuals with IDD throughout the United States. There is not a viable mechanism for this population to maintain cognitive functioning and enhance daily life skills virtually
solution	Creating a unique, curriculum-based platform for adults with disabilities that has never been done before. This will allow individuals with differing abilities throughout the country to participate in scenario and story based learning at any time. Partnering with Focus EduVation to design, build manage and market a unique product that offers instructional and an engaging interactive learning experience through a mobile and a web application

Trend Analysis 2020



role	Cultural Strategist
challenge	At the start of COVID-19, I began compiling visual research as each city and country was shutting down and withdrawing from the world. It was not the global pandemic that started it all. The video is an exploration of how the quiet loud, the unraveling of what is unsaid and unspoken, has always been present in politics, psychology, and Internet movements

Casper CAMP 2020



role	Brand Experience Strategist
background	Casper, a disruptor of a tired industry needed some refreshment for a long lasting opportunity
challenge	Create a brand extension for Casper, a one-stop shop for all things sleep
strategy	Serving the need from younger and more diverse campers who start trends and highlighting that camping can relieve stress and anxiety
solution	CasperCAMP brings the indoors outside with the portable air mattresses. With equipment suited for your outdoor sleeping needs and adventures, CasperCAMP is committed to giving you the best sleep, no matter where you are

One Another 2020



role	Content Strategist
challenge	Because of the many misconceptions circulating in regard to Coronavirus, Asian people are being unfairly discriminated against on a daily basis. Asians of various ethnicities are being incorrectly labeled as Chinese, as fear has disproportionately mounted regarding the source of the virus
strategy	Xenophobia has become a huge issue in our culture. To clarify, xenophobia is the prejudice against, and fear of, the other. In this case, the Asian community. This has led us to our movement, One Another. Fear Does Not Excuse Hate. Xenophobia alienates the other, but our goal is to embrace the other to create a unified whole
solution	Together with my thesis team from SVA Masters in Branding we created a social movement concept called "One Another" supporting by Dr. Ilene Feinman and Debbie Milman