



**This is me :)**

## ABOUT ME

"Working on a task feels like taking on a fun game mission," a belief I've developed after more than 10 years in marketing communication. The more I play, the better I get—understanding online user behavior, creating strategies focused on people, and using big data as a powerful tool.

When challenges come up, I enjoy analyzing the situation and finding creative solutions that work while making an impact. At the core of it all, I aim to bring creativity that leaves a smile.

## WORK EXPERIENCE

### • Senior Creative Performance Designer (Commercial Focus)

2021 - Now Grenion GmbH (HelloBody, BananaBeauty, Sophie Rosenburg,...), Berlin, Germany  
: Implement the visual and design communication concept in line with E-commerce strategy & Sale funnel.  
Execute the artwork based on responsive methods, practice of UX/UI, A/B testing, conversion rate & CI.

### • Creative Designer & Marketing Content

2020 - 2021 The Rainforest Company Deutschland GmbH, Berlin, Germany  
: Sharpened the ideas & design assets with fast - active mindset, KOL, influencer, online media strategy, and deepened understanding of FMCG & Sustainability market.

### • Creative Art Director and Design Consultancy

2018 - 2020 Marvis Italian Dental Care (Prestige Selection Co., Ltd.)  
: Independently strategized, and developed design ideas for offline-online marketing communication with statistical, and Social media data approaches.

### • Integrated & Digital Advertising Agency as a Creative Strategist

2016 - 2018 CJ WORX Co.,Ltd. Thailand (Ranked 6th Agency in Asia)  
2015 - 2016 J. Walter Thompson (WPP group), Thailand  
2012 - 2015 Monday People (WPP group), Thailand  
2011 - 2012 Creative Juice Bangkok (TBWA), Thailand  
: Moulded into strategic and creative thinkers, also applied psychology delivering through a variety of communications with online consumer-centricity.



**POON  
JEEVARAT**

Mobile: (+49) 151 456 01914  
jerporn.jeevarat@gmail.com

[VISIT PORTFOLIO ↗](#)

[SAY HI!](#)

## AWARDS / HONOURS

- Participated in Blockchain project with Berliner Sparkasse DSV-Gruppe, Germany
- Nestlé Ads Mom's Diary Campaign (Finalist - Adman Awards), JWT, Thailand
- Korean AD Stars (Bronze - Film International ads awards), The last wife, Korea
- Bronze Best of Use and Sustainable media, Table Forest (PTT Group), CJ WORX, Thailand
- 1 Million Views Video in 24 Hrs. on Facebook (Adman Awards), A Socialholic Girl, Thailand

## EDUCATIONAL EXPERIENCE

2019 System Dynamics Modelling for Business (Certification) TU Berlin, Germany  
2018 - 2019 Digital media business (M.A.) Macromedia University, Berlin, Germany  
2008 - 2011 Communication Arts; Advertising Major (B.A.) Chulalongkorn University, Thailand

## SKILLS

- Art direction / Branding design
- Creative concept
- Website / Prototyping
- Social Media Advertising
- Print / Offline media
- Adobe Creative Suite
- Newsletter and CRM Design
- Movie editing / Motion
- FIGMA / Behavioral design

## CLIENTS AND MORE

