

Pam Trakulthong

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EDUCATION

The Fashion Institute of Technology

Associate Degree in Fashion Business Management; GPA: 3.85 | Phi Theta Kappa Honor Society

SUNY, NYC

May 2024

Chulalongkorn University

Bachelor Degree in Communication Arts; Major in Advertising & Brand Communications; GPA: 3.75

Bangkok, Thailand

June 2022

WORK EXPERIENCE

Melitta Baumeister

PR and Communications Intern

New York, NY

February 2024-Present

- Managed press loan requests for US and international magazines (Vogue, L'Officiel, Harper's Bazaar, Numéro, Elle, Allure etc.), celebrities and stylists along with making executive decisions on style alternatives
- Coordinated press and production samples, ensuring smooth logistics through shipping, tracking, and organizing collections
- Executed marketing campaigns, content creation and implemented customer-focused social media strategies to drive brand awareness and engagement resulting in a 17.5% increase in Instagram followers (91K to 107K)
- Launched and managed Shopify site as well as implemented SEO strategies to optimize user experience and site visibility
- Assisted in NYFW events including coordinating logistics, scheduling, organizing the photoshoot and styling models

Icer Brands

Marketing and E-Commerce Intern

New York, NY

May 2023-July 2023

- Conceptualized and executed omnichannel marketing campaigns, as well as created content and copy to effectively drive audience interaction
- Created blog posts with a focus on SEO optimization, effectively increasing organic traffic and improving search engine rankings for the Brooklyn Cloth's website
- Supported the showroom coordinator in arranging sample stocks

Wunderman Thompson

Account Executive Intern

Bangkok, Thailand

January 2022-March 2022

- Created competitor analysis presentations, providing valuable insights into market trends and positioning strategies for clients
- Conducted extensive research on consumer trends, delivering actionable recommendations to inform strategic decision-making. Developed effective strategies for communication campaigns, aligning client objectives with target audience preferences and market dynamics

Meta

Advisory Group Member

Bangkok, Thailand

August 2019-October 2019

- As member of Facebook's We Think Digital Advisory Group, contributed to the success of the program launch by localizing digital literacy concepts for Thai audiences and proposing measures to address digital media issues on social media

Winner of Facebook's We Think Digital Creative Contest

September 2019-October 2019

- Created a series of online video content to raise public awareness on digital privacy and security and received "Best Content" award; content shown in launch event

PROJECTS

Retro Metro

Founder & Owner

Bangkok, Thailand

August 2020-Present

- Spearheaded "Retro Metro" vintage-inspired brand concept and brand's sustainability vision; creating five collections with over 30 original designs
- Managed end-to-end workflow, from designing products, sourcing materials, managing production, overseeing costing, and launching the line
- Devised strategies for branding, digital marketing, public relations leading to 1,000% sales growth in 10 months and 1450% increase in social media engagement rates in 16 months resulting in 50K USD revenue.
- Leading brand expansion from an Instagram-only shop to having four e-commerce platforms and one multi-brand Bangkok-based brick and mortar

Freelance Stylist

Independent Contract

Bangkok, Thailand

June 2022-August 2022

- As a fashion and food stylist, boosted marketing success and expanded social media audiences for multiple brands through mood board creation, outfit styling, and directing photoshoots with production teams.

Micro Influencer

Independent Contract

Bangkok, Thailand

July 2018-August 2022

- Increased social-media audience growth from 1,000 to 9,000 followers by crafting unique content (still image and video) for local/international brands including MAC Cosmetics, Clinique, Rip Curl, Dove

SKILLS

- Language:** Fluent in English and Thai; intermediate in French
- Technical:** Google Analytics, Microsoft Office Suite, Adobe Suite, Final Cut Pro, Canva, Wix, Shopify