

RATEE NGARMNIYOM

CREATIVE DIRECTOR

+66-81920-0209 | Ratee.ngarmniyom@gmail.com

14 YEARS OF EXPERTISE IN ADVERTISING AND CREATIVE

- **Digital Advertising Specialist:** Expert in crafting creative ideas tailored to social media platforms, aligning content with platform needs and audience insights to maximize engagement and impact.
- **Innovation-Driven:** Actively tracks trends and integrates new technologies, like AI, to keep work fresh, engaging, and highly relevant, ensuring campaigns remain effective and impactful.

WORK EXPERIENCE

TWF AGENCY

2021-2024 | Creative Director

UNICEF Thailand - CAUTION FIRST Online Safety Campaign (2024)

Led strategy based on target research and social listening to craft a Hero Video and quiz content aligned with the audience's real experiences. Precise targeting on TikTok, Facebook, and Instagram generated high engagement and positive sentiment, creating a powerful cross-platform impact.

Siam Kubota x Greyhound - TURN WASTE TO AGRI-WEAR (2024)

Amplified the campaign's digital impact, making it viral. Designed Strawman mascots and launched hyper-realistic video ads to emotionally connect with urban audiences, sparking UGC and influencer engagement. Developed an interactive microsite to strengthen ties to the sustainability message, enhancing online reach.

Bangkok Insurance - BANGKOK INSURANCE PREMIUM GARAGE (2023)

Utilized social voice insights to target independent garage users. Developed three VDO series tailored to audience lifestyles and pain points, with entertainment influencers enhancing engagement. Reinforced trust in Bangkok Insurance's Premium Garage service, highlighting certified, high-quality repairs for peace of mind.

UNICEF Thailand - MEET YOUR MIND, FIND YOUR SAFE ZONE Mental Health Campaign (2023)

Developed a non-judgmental campaign to destigmatize mental health among Thai youth. Launched a Hero Music Video, interactive quizzes, Instagram stickers, and influencer collaborations for broad engagement.

Results: 24M users reached, 9.4% engagement rate, 8.9M video views, 5,619 leads generated.

SCG Experience - SCG SMART CITY CAMPAIGN SITE (2022)

Created an interactive site showcasing SCG's Smart City solutions. Features like gamification and quizzes engaged Gen Y, driving personalized marketing, increasing CRM membership, and boosting conversions.

PUBLICIS ONE TOUCH

2020 - 2021 | Creative Director

NIVEA - Sunscreen / Body lotion / Deodorant / Face Cleansing / Nivea Mens

Led creative direction for high-market-share FMCG brands like NIVEA (Sunscreen, Cleansing Water, and Cleansing Foam), managing everything from ideation to production. Oversaw focus group research and cinematic TVC mock-ups for impactful execution. Highlighted product effectiveness to ensure consumer understanding and confidence. All campaigns adhered to advertising regulations, balancing strong messaging with compliance to drive brand recognition and sales growth.

BRANDS FOR HUMAN

2017 - 2020 | Associate Creative Director

TIGER BEERS / CHEERS BEER / UNICEF THAILAND

MULLENLOWE PROFERO

2017 - 2020 | Associate Creative Director

AP HONDA / MK RESTAURANT

OGILVY & MATHER THAILAND

2013 - 2014 | Copywriter

THAI LIFE INSURANCE / BENICE

BANGKOK UNIVERSITY

2010 -2011 | Senior Creative Branding

EDUCATION

2016 | **M.A. in Cultural Management | Thammasat University**

2005 | **B.ED. in Art Education | Chulalongkorn University**