

Hello,



Portfolio

Sirin Phuwarintrachot

Marketing Designer

Integrated Marketing Communication & Design

Summary

Marketing Designer with experience in building integrated brand communication systems across healthcare, FMCG, and lifestyle brands.

Strong at translating complex products and information into clear, premium, and human-centered communication across digital platforms.

Experienced in developing communication frameworks and carrying them through from strategy to execution using a system-driven approach.

Core Expertise

- Brand & Communication Strategy
- Content & Editorial Direction
- Visual Direction & Design Systems
- Social & E-commerce Communication
- Integrated Campaign Execution
- Paid Media (Meta / Digital Ads)

Contact

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🌐 Nonthaburi, Thailand

Experience

Experience organized by role and contribution across full-time and project-based engagements.

Marketing Execution/ Manager

○ BioMed (Personalized Probiotics & HealthTech)

Full-time | 2025

- Led marketing communication and content strategy for premium health brands
- Produced editorial, video, and digital content to translate scientific and medical complexity into accessible lifestyle narratives
- Executed and optimized paid media across digital platforms to support growth and performance goals

○ Toyotanaraigrand Co.,Ltd. (Automotive Dealership)

Full-time | 2024

- Managed marketing budgets and monitored performance to improve overall ROI
- Planned and executed integrated online and offline marketing campaigns
- Conducted market research and ensured brand consistency across communication channels

PROJECT-BASED & DESIGN EXPERIENCE

Luxury Communication Concept & Visual Direction

○ High-End Condominium Projects (Ananda)

- Developed an umbrella luxury communication concept to unify three premium condominium projects under a single curated narrative
- Defined visual direction and artwork systems that balanced brand consistency with individual project identities

Marketing Designer / Brand & Content

○ Off Sweat – Dermatologist-developed Personal Care

- Defined communication strategy and premium visual direction
- Developed social, e-commerce, and digital content assets across platforms

○ Malila – Senior Nutrition Supplement

- Developed visual and content direction for senior-focused products
- Communicated functional benefits with clarity, warmth, and accessibility

Visual Repositioning & Content Design

○ Prakobjit – Traditional Fermented Food Brand

- Repositioned a niche traditional brand toward a premium urban audience
- Created visual and content systems that balanced cultural authenticity with modern editorial aesthetics

Spatial Design & Brand Display

○ Johnnie Walker – Premium Spirits Brand

- Designed branded display units that translated brand identity into physical and spatial experiences

Tools

Adobe Creative Suite, content platforms, digital marketing tools, and collaboration tools

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