

**Phantakarnt (Gigi) Jirapolchet**  
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**Summary:**

Left and right brain marketing expert with the following skills:

- Fluent in Thai and competent Japanese
- Experienced Html e-mail development and deployment
- Proficient in Adobe Photoshop, Illustrator, Lightroom and Microsoft Excel, PowerPoint and Word
- Freelance product and fashion photographer
- Skilled strategic analyst of market, competitors and processes to transform idea into ROI
- Strong technical and analytics expertise in areas of SEM, SEO and Google Adwords
- Managed localized e-commerce and social media strategy for fashion and tech industries
- Responsible, adaptable, cooperative, organized, and dedicated

**Related Experience:**

**Baby Brezza, Social Media & Digital Marketing Manager – New York, NY. February 2018 – Present**

- Lead acquisition campaign across different marketing channels and optimized its cost per acquisition
- Establish social and digital marketing growth strategy with 250% increase in followers within the first 3 months
- Manage PR strategies and coordinate influencer acquisition to establish the brand and increase traffic
- Create social media customer service and community management process and strategy
- Design web pages, email newsletters, and all social content using Adobe Creative Suite
- Integrate tools such as Hootsuite, Kevy email platform and Zopim chat to support social and e-commerce growth

**Touchstone Security, Social Media & Marketing Consultant – Jersey City, NJ. October 2017 - Present**

- Original content creation through photography, graphic design and copywriting
- Plan and implement social media marketing and influencer outreach strategy

**LeEco, Social Media Manager – Los Angeles, CA. May 2016– July 2017**

- Launched an effective localized strategy in key markets through the use of paid advertising
- Organized strategy on organic traffic, on-page/off-page optimization, and influencer partnerships
- Established realistic goals, short and long-term based on collected metrics
- Managed the planning of content photography production and editing using Adobe Creative Suite
- Success stories and responsibilities include, but not limited to, an 82% increase over 2016's total direct revenue (direct conversions), Facebook follower count growth of 600K (in less than one year's time)
- Held responsible for copy-write, edit, schedule and post all social media content

**Allen Schwartz, E-Commerce/Marketing Manager – Los Angeles, CA. April 2014- May 2016**

- Managed photo-shoots, content edits on Photoshop/Illustrator and planned content calendar
- Communicated and planned marketing strategies for a fast-changing targeted demographic
- Organized, maintained and designed e-commerce website on Magento e-commerce platform
- Maintained site inventory of over 300 rotating products and processed daily orders
- Train and managed an assistant and 8 interns throughout my career at Allen Schwartz
- Acted as Head Editor of the Allen Schwartz style blog and press release publications
- Held responsible for all SEO activities including page optimization, link building, and technical updates

**FIDM, Social Media Ambassador – Los Angeles, CA. June 2013 – December 2015**

- Assisted the social media team in acquiring Instagram, Facebook, Twitter and Snapchat content
- Helped launch their Snapchat channel as a reporter and content creator
- Wrote engaging blog articles for the website and copy written captions for social channels

**Education:**

FIDM/Fashion Institute of Design and Merchandising, Los Angeles, CA

Associate of Arts Degree Major: Apparel Industry Management, Graduated: June 2014

Bachelor of Science Degree Major: Business Management, Graduated: December 2015