

Jiraporn Viriyaphisathan

PUBLIC RELATIONS : A highly capable Public Relations and communication professional with proven extensive experiences in varieties of areas including retail business, high-profile events, fashion , art, culture and lifestyle.



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: 28 Oct 1977

PERSONALITY

- Extremely customer-oriented
- Dedicated and hard-working
- Able to work under pressure and meet deadlines on time
- Work well in a team environment and contribute creative ideas
- Able and eager to learn new skills and adapt to any situations

EDUCATION

- Bachelor 's degree in Communication Arts
Bansomdejchaopraya Rajabhat University
Major : Broadcasting
Minor : Advertising
Degree Expected: March 1999
- Bachelor 's degree in Business Administration
Ramkhamhaeng University
Major : Finance and Banking
Degree Expected: March 2000

WORKING EXPERIENCE

Department Manager Public Relations , Siam Piwat Co., Ltd., Bangkok

October 2010 – Present

Responsibilities:

- Responsible for Siam Center , Siam Discovery ,Siam Paragon (by project) , ICONSIAM (by project)
- Provide strategic communications programs to strengthen marketing activities for siam center ,siam discovery and tenants such as event marketing, sales promotions, advertising and activity promotions
- Prepare and implement public relations related activities such as press release, photo release, calendar news, press conference, exclusive interview, media lunch and media visit
- Develop PR material such as news release, speech, advertorial, feature and article.
- Generate new PR ideas and concepts as well as advertising plans.
- Contact media and maintain decent relationship with them.

Reporter , Dailynews Newspaper

Sept 1999 – Oct 2010

Responsibilities:

- Report and Writing news in women/lifestyle section
- Interview , create special scoop , column

SKILLS

Computer: Microsoft Office: Word, Excel, PowerPoint,

Languages: THAI: Excellent writing and speaking skills (Native)

ENGLISH: Fair