

PILASPAN LERTPUNYAROJ

Experienced Copywriter & Translator

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I am a native Thai speaker currently working as freelance copywriter, translator and editor for advertising agencies, public relations agencies and books publishing companies in Bangkok, as well as for many translation agencies all over the world.

I have strong background in advertising, where most of my clients are from international companies who mostly require copy translations. After years of full time freelance copywriter and translator, I have geared into web site business where I have collaborated with some web design and web solution agencies in Thailand as web content writer. My language pairs are English to Thai and French to Thai. For more information on some of my past work and clients, please visit my personal home page at <http://www.pilaspan.com> But most of all, if you need professional work at fast and punctual delivery, please do not hesitate to contact me.

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Educational Background

- **Year 1984-1985**
MA., Advertising Management, Communication Arts and Science Department,
Michigan State University, East Lansing, Michigan, USA
- **Year 1981-1984**
BA., French/English (honor), Faculty of Arts,
Chulalongkorn University, Bangkok, Thailand
- **Year 1981**
Certificat des examens français,
L'Alliance Française, Bangkok, Thaïlande
- **Year 1999**
Certificate in web development and design
American Information System, Bangkok, THAILAND

Work Experiences

I started my advertising career with Ogilvy & Mathers Direct from their early establishing in Thailand in 1985 as copywriter handling most of the time American Express's direct response advertising materials. After 3 years of work, I have moved to join Lintas (Thailand) at their

establishing a new affiliate company; Lintas IMC in 1988, to concentrate on integrated marketing communications. As account director in direct response department, I have served clients like Diner's card, Citibank, and many other consumer product clients who were in need of direct response advertising. After the birth of my second child in 1992, I began to work at home as freelance copywriter and translator and went into web site business after taking course in web development and design at the American Information System in 1999.

Currently, I am continuing my career as freelance copywriter, translator (English to Thai / French to Thai) and a freelance editor for some book publishing companies such as Reader's Digest, Thailand and Nanmeebooks publication company. My past jobs were done for clients from the world's best known companies and individuals such as: Bangkok Public Relations company, Hong Kong Shanghai Banking Corporation (Thailand), Ogilvy & Mathers (O&M One, O&M Interact, O&M Public relations) Thailand, including some international translation agencies around the world.

Some of my clients:

Advertising & Public Relations Agencies

Bangkok Public Relations Ltd.
Ogilvy Public Relations Worldwide
Fine Screen Idea-Net Co., Ltd.

Translation Agencies

Linguanet Sprl, Belgium
CCJK Technologies, China
MC2-Translate, Inc., China
LanguageWire, Denmark
Anyword, France
Asiatis, France
Easymonde, France
TTI Network, France
PACQ Translation Services; Hong Kong
Synergie Translation Services Ltd., Hong Kong
Elanex Inc., Japan
Elanex Inc., Sydney, Australia
NTIS New Zealand LTD, New Zealand
Paen Communications Limited, New Zealand
Snelvertaler BV, The Netherlands
Inoue Trans-Langual Pte, Singapore
Asian Absolute Ltd, United Kingdom
Bilinguagroup, United Kingdom
Global connections, United Kingdom
Small Worlds Translation Services Ltd., United Kingdom
Text Appeal Limited, United Kingdom
Wordbank Limited, United Kingdom
Elanex Inc., USA
MC2-Translate, USA
Prime Translation, USA
Transperfect, USA
Translation Services International LLC, USA
Translation Plus Inc., USA

Books Publishing Companies

Reader's Digest Asia – Thailand
Nanmeebooks Publications Co., Ltd.

Businesses / Organizations

The Hongkong Shanghai Banking Corporation Limited
P&P Telecom Company Limited
MK. Foods Company Limited
Xtend Life Natural Products (Thailand) Ltd.

Some of my translation work:

Advertising/Promotion Materials

- VISA Asia's promotional packages
- HSBC's below the line materials
- Reader's Digest direct mail packages
- Maxus quarterly Newsletter
- CentralWorld Press Release materials
- GE capital Press Release materials
- Fact sheets for VISA Wave
- Press Release for VISA Wave

Documents

- Matwork Manuals
- LACOSTE product catalogue
- Hewlette Packard materials
- Gulivers Travels Associates – Hotel's terms and conditions
- Xtend life Natural products –
- Micro Nutriment product brochures; Omega 3 / Total Balanz
- Distributor program
- Loyalty customer program
- Company profiles for EISU seminar mission
- Employment contract
- User Manual for Asics watch

Training Materials

- Microsoft training documents for Mobile solution
- Shell's safety working environment script
- Hilton's in-house training materials
- HSBC online training for Brand building
- MediaCom's Global Architecture Booklet

Questionnaire/ Survey

- VISA -Ensuring Security Questionnaire
- Questionnaire on Mini-Mental-State Examination (MMSE)
- APAC questionnaire
- Merck/MSD Survey
- Patient Questionnaire on physical activities
- Consumer Research findings for VISA Contactless
- Strategic Reward Marketing Questionnaire

Web translation

- Hong Kong translation agency web site
- Quality Policy for Industrial and Biopharm group web page
- Kodak Kong awards web site
- Garden City English language school, New Zealand web site
- Glasglow School of English web site
- Perth Education Center web site (as editor)
- Freelifie product web site proofreading (as editor)
- American Express web site
- VISA Asia web site
- HSBC's Young IT Awards web site
- HSBC Humun Resource Department web site
- HSBC Secure payment web site
- HSBC Investment Service web site
- VisitBritain – Food & Drink promotional pages
- Xtend life products web site
- English 101

Web contents writing

- MK.Foods web site
- Oleen Web site
- guesthousethai Web site
- laostamp.com Web site
- Ezycar-rent.com Web site

Books - translator

- Le Scarabée d'or et autres nouvelles/ Edgar Allen Poe (La traduction de Charles Baudelaire) as well as other 3 books in the Chefs-d'oeuvre universels collection; Little women, Treasure Island and The adventures of Tom Sawyer where I did the translation for captions and comments.
- Sur les traces de Christophe Colomb / Jean-Paul Duville
- Sur les traces des dieux d'égypte / Olivier Tiano
- Une lionne au village / Xavier Josset
- Parfum Volé / Nathalie Daladier et Iris Pallida
- Les plus beau vase d'Ulysse / Nathalie Daladier
- Le livre des étoiles I: Quadehar le Sorcier / Erik L'homme
- Le livre des étoiles II: Le seigneur Sha / Erik L'homme
- Le livre des étoiles III: Le visage de l'Ombre / Erik L'homme
- Marchand de fessées – Pierre Gripari
- Les vacances de Désiré – Lydia Devos

Books – editor

- Extraordinary uses for ordinary things / Reader's Digest, Thailand
- Planet Earth and the Universe/ Reader's Digest, Thailand
- The World of Science and Technology / Reader's Digest, Thailand
- Food that harms and Food that heals
- Earth-wise Living/ Reader's Digest, Thailand
- Love Letter for Life/ Nanmee's Book Publication