

PIMONPUN PHETPADRIEW (MISS)

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EXPERIENCE

SDI Media – FREELANCE SUBTITLE TRANSLATOR

2012-2017

- Provide quality subtitle translation for various genres of series, movies and TV shows such as sports, action, thriller, sci-fi, rom-com, documentary and etc. Previous assignments include but not limited to:
 - Star Rated EP 59-61, 74, 82, 92, 95, 107, 116 and 137
 - Texas Ranger Walker Season 1: EP 1-26, Season 2: EP 1-5 and 15-16
 - Bate Motel Season 2: EP 1-10
 - New Girl Season 3: EP 1-23
 - Royal Pains Season 4: EP 1-16
 - Continuum Season 1: EP 1-10, Season 2: 1-13 and Season 3: EP 1-13
 - Paranormal Witness Season 3: EP 2-20 and Season 4: EP 1-5 and 7-11

IKEA THAILAND – TRANSLATOR AND CATALOGUE SPECIALIST

2014- 2017

- Translate, proofread, edit and localize marketing content and in-store communication
- Coordinate with stakeholders in both country and regional level to secure commerciality of IKEA communication and sales materials including ATL, BTL, Digital, Social media, buying guide, brochures, and training materials
- Lead, coach and manage trainee and translators in IKEA Thailand to secure the brand tone of voice and working process with other functions such as Communication & Interior design, IKEA Food and Beverages, Human Resource, and Sales
- Lead, plan and secure smooth working process with the store operation and back office (Service Office)

Other responsibilities include:

- Provided interpretation service for Peter Kamprad during 'IKEA updated Key Values' seminar
- Conducted IKEA Tone of Voice workshop
- Represented IKEA Thailand during media visits to promote commercial and good cause campaign
- Be one of the sustainability committees (2015 - 2017), assisted sustainability managers during events such as Good Cause Breakfast by IKEA and Food for Good (2015 and 2016), helped create content for sustainability booklets, as well as took responsibility in raising awareness of new activities among co-workers

IKEA THAILAND – MARKETING EXECUTIVE

2017 - 2018

- Spearhead in the development, localization, completion and distribution of catalogues and brochures for the country
 - Conduct catalogue recall research and postal code survey to improve the primary market areas as well as catalogue distribution areas.
 - Work closely and collaboratively with regional matrix to produce local brochures and other print material supporting business plans
 - Conceptualize and execute marketing events and activities including store opening ceremony, roof capping ceremony, in-store activities, campaign launches, press conferences and workshop for members to boost new visitors and create loyal customers
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- Manage and collaborate with internal and external teams including cross function department, event agency, creative agency and suppliers to ensure successful communication
- Manage four budget accounts

Achievements

- Lead in IKEA Bang Yai roof capping, guerrilla marketing and store opening events which successfully brought in more than 150,000 of visitors during the first four days
- Secure the production and distribution of over 2 million catalogues for IKEA Bangna, IIKEA Bang Yai and Pick-up and Order Point in Phuket

COURSES & TRAINING

- Presentation Skill and Tone of Voice Training (November 2016)
- The Art of Thai Language in Translation Training - The Translators and Interpreters Association of Thailand
- Catalogue translation workshop in Malmö, Sweden (30 March -1 April 2016)
- IKEA Home Furnishing Knowledge (February 2016)
- Certificate from STEP Program, Saitama University, Saitama, Japan (April 2012 – March 2013)

SUMMARY OF QUALIFICATIONS

Language Skills: Strong command of Thai (native) and English (professional)
Test of English for International Communication (TOEIC) Score: 985

Computer Skills: Possess knowledge and practical experience of MS office, InDesign, Adobe Illustrator, Aegisub, GTS subtitling program and BTI

Key Strength: Eager to learn new things with can-do attitude
Self-motivated and able to take initiative
Able to work under pressure and multi-tasking
Great communication skill specialized in translation and interpretation
(English to Thai and Thai to English)

EDUCATION

Master Degree
Faculty of Arts, Translation (English-Thai and Thai-English) GPA 3.79, 2014
Chulalongkorn University, Bangkok, Thailand

Bachelor of Arts
Major English, GPA 3.49 (2nd Class Honours), 2009
Kasetsart University, Bangkok, Thailand

REFERENCES

Professional

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