

Nonthagorn Prechapaishanjit

Creative Direction & Brand Management

Brand Strategy · Creative Direction · Live Commerce · P&L

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Nine years between the set and the P&L. Directs the shoots, video and artwork — and owns the numbers behind them. Runs multi-brand portfolios in live commerce, finds where margin and ad spend leak, and rebuilds the commercial model underneath. Founded and ran a small restaurant for three years, owning the P&L end to end.

EXPERIENCE

Brand Manager — Live City *TikTok live-commerce agency* 2026

Agency-side brand manager for a three-brand core portfolio — denim, jewellery, supplements — plus Live City's own brand and additional clients on a campaign basis. Acted as each brand's marketing counterpart: positioning, offer design and pricing, content and creative direction, host coaching. On live, owned the numbers outright — audience, engagement and sales, broadcast by broadcast. **No additional headcount or budget.**

- Denim and jewellery both posted their highest monthly GMV on record in this period — the larger at **~฿3M**.
- Diagnosed a malfunctioning GMV-Max campaign burning **~฿150K/month** on non-converting bot traffic; cut the spend and recommended discontinuing a long-underperforming product line.
- Set a single-day sales record on the jewellery account — **2x** the median day and **+40%** over its previous best — running the livestream and selling on camera for a full day.
- Ran on-site sales operations at the Saha Group Fair — turned around underperforming sales mid-event, reporting directly to the owner.

Independent Strategy Projects *Brand, commercial, and partnership pitches* 2025 – 2026

Competitive pitches — shortlisted to final round; proposal contents confidential.

- **The Standard** — flagship podcast repositioning: audience analysis, host scouting, and a phased relaunch gated on performance data, optimised for short-form discovery.
- **The Standard × Nikkei Asia** — tripartite economic-forum partnership with a Thai government ministry: MOU and budget structure, speaker sourcing, and a phased plan with approval gates and risk controls.
- **MEFC / Thai Go** — 90-day go-to-market: shifted acquisition to online travel agencies (OTAs) and B2B partnerships at 15% revenue share, decoy pricing, and CAC modelled by channel.
- **Beauty TikTok Shop growth model** — ฿170K/month operating model: ฿340 CPO ceiling against ฿120–150 margin, Test/Kill/Scale rules, and KOL tiering with a replenishment-driven retention loop.

Production & Creative — Kaizen BKK *Advertising agency: production, media buying, online marketing* 2025

- Assistant director, co-producer, and production manager on the DFSK automotive commercial — crew of 20+.
- Content lead for S-ONE × KIN × Looklen × Bangkok Canvas at Architect Expo '68, IMPACT — 20,000+ attendees; built the live publishing workflow and ran the on-site team.

Self-Produced — MuayData *Data-storytelling channel, built and run solo* 2025

- **Built from zero** — no followers, no paid spend. **137K organic TikTok views across nine videos**, with 3,000 likes and 181 comments. Concept, design, edit and distribution end to end — no face, no voiceover and no shoot, putting cost per clip near zero.

Founder & Operator — Independent F&B Business *Small independent restaurant* 2022 – 2024

- Built and ran the restaurant for three years, owning the P&L end to end and operating it largely solo.
- Set menu pricing against food cost, negotiated with suppliers, and ran daily operations.

Videographer, Editor & Coordinator *Maxima Studio · 2MadamesTV · Channel 3* 2017 – 2021

End-to-end media production across broadcast, creator content and live events — shooting, editing, graphics and on-site coordination. Maxima Studio: government and corporate campaigns, ministry press conferences and live multi-camera broadcast. 2MadamesTV: video and graphics for a 1.5M-follower channel. Channel 3: news editing for bulletins carried by 42 stations.

SKILLS

Brand & Marketing Brand strategy & positioning · Campaign planning · Consumer & competitor insight · Product & offer strategy

Commercial & Growth P&L management · Unit economics (CPO, CAC, margin) · Ad-spend efficiency & ROAS · Pricing & product mix

Creative & Content Creative & art direction · Visual identity · Campaign shoots, video & artwork · Content strategy

Go-to-Market & Business Development Market entry & launch planning · Channel & partnership development · Revenue-share structuring · KOL selection & performance management

EDUCATION & CREDENTIALS

Rangsit University — B.A. Communication Arts (Film) 2014 – 2018

Google Digital Marketing · Alison Sales & Negotiation · TOEIC 750