

RATEE NGARMNIYOM

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PROFILE SUMMARY

Creative Director with 14+ years in advertising agencies, leading cross-functional teams to deliver data-driven campaigns across digital, social, and offline channels. Proven in translating insights into creative strategies that build brand awareness, drive engagement, and generate leads, while advancing team performance and business goals.

KEY COMPETENCIES

- ✓ **Campaign Development** – Designs audience-centric campaigns that drive impact.
 - ✓ **Creative Leadership** – Leads cross-functional teams in concept creation and execution.
 - ✓ **Project Management** – Delivers high-quality projects on time and within budget.
 - ✓ **Brand Alignment** – Ensures consistent messaging across digital and offline channels.
 - ✓ **Innovation & Trends** – Leverages emerging technologies to enhance brand engagement.
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PROFESSIONAL EXPERIENCE

2022 - 2025 Creative Director & Freelance Creative Director – TWF Agency

- Led cross-functional teams—including creative, content, designer, media, tech, and data—to deliver high-impact, data-driven campaigns.
- Developed brand communication strategies aligned with audience insights across digital, social, offline, and print platforms.
- Supervised the end-to-end creative process, from ideation to production, ensuring messaging addressed marketing goals effectively.
- Conducted strategic brainstorming sessions to drive innovative, actionable ideas while maintaining budget discipline.
- Reviewed and approved creative outputs, transforming complex concepts into compelling, audience-centric storytelling.
- Oversaw final concept presentations and secured stakeholder approvals for seamless execution.

Key Achievements:

Siam Kubota x Greyhound - Turn Waste to Agri-Wear (2024)

- Designed a digital awareness and engagement strategy
 - 3.45M+ views and 363K total engagements.
 - drive 50% of the sales target within 10 days
 - Awards Winning: Silver (Adman 2024), Gold (Luum 2024), Bronze (MAT 2024)

UNICEF Thailand – Online Safety Campaign (2024)

- Developed creative strategies integrating video content, interactive quizzes, and influencer collaborations, exceeded performance targets by 20x
 - 27M+ reach (Target: 10M) | 2.2M+ engagements (8% engagement rate) | 24M+ video views (Target: 1.5M)
 - Awards Winning: Platinum (Hermes 2024), Gold (Stevie 2024)

Siam Kubota – The Agri-machinery Remix (2023) : (TikTok Viral Campaign)

- Launched TikTok's first agri-machinery remix, driving mass UGC adoption among farmers.
 - 1000+ UGC VDOs | 15.1M hashtag views | 11.8M video views | 23M+ impressions

SCG Experience – SCG Smart City (2022)

- Developed an interactive campaign and digital onboarding journey to showcase SCG Smart City solutions.
- Integrated gamification, personalized CRM strategies, and KOL amplification to enhance engagement and conversions.
 - 6,704 qualified leads | 59,663 product views | Significant CRM growth

Work Links: Turn Waste to Agri-Wear | UCG Turn Waste to Agri-Wear | Online Safety Campaign | The Agri-machinery Remix | DJ Botcash x Kubota | Every Day is Mind Day | Harvesting Season Music Video | SCG Smart City Site | SCG Smart City Campaign

2022 Creative Director – Storyteller

- Adapted global campaigns for regional audiences, ensuring cultural relevance.
- Produced digital videos, social media content, and experiential events.

Work Link: Johnnie Walker Black Label - Keep Walking Bangkok

2020 - 2021 Creative Director for NIVEA Regional – Publicis One Touch

- Led the execution of NIVEA's regional campaign, enhancing consumer awareness and engagement.
- Developed data-driven campaigns with consumer insights, including focus group testing to optimize TVC production.

Work Link: NIVEA Sunscreen, NIVEA Cleansing Water, NIVEA Cleansing Foam

2017 - 2020 Associate Creative Director – Brands for Humans (Asia)

- Managed multiple high-impact projects, surpassing campaign KPIs.
- Collaborated with strategy, media, and business teams to drive new business opportunities.
- Executed 360° engagement campaigns with limited budgets, maximizing ROI.

Key Achievements:

UNICEF – 70 Years of Hope (2018): 7.52M views (exceeding KPI 4.8M), 2.67M organic views from KOL shares, and 20,000+ new supporter sign-ups.

UNICEF Breastfeeding Campaign (2017): Achieved 100% positive sentiment; 51% campaign support, 20% shared personal stories, 14% appreciation posts, 10% awareness tagging, and 2% facility showcases.

Work Links: UNICEF 70 Years of Hope | UNICEF Animation | UNICEF Breastfeeding Campaign

2016 - 2017 Associate Creative Director – MullenLowe Profero

- Developed social engagement strategies to maintain an active online presence.
- Managed team workflows, project timelines, and capacity planning.
- Executed community-focused content initiatives for Honda MSX, growing 169K+ followers.

Work Link: Honda MSX - Unbranded Campaign

2014 - 2016 Founder & Creative – Ned & Eetar, Bangkok

Key Achievements:

- Won a competitive pitch from the Tourism Authority of Thailand.
- Developed 12 community-based travel books for international audiences.
- Created 4 children's books under the 7 Greens concept, promoting sustainability.
- Produced 12 slow-travel books for young adults.

2013–2014 Copywriter – Ogilvy & Mather

- Crafted advertising copy and brand storytelling across digital, social, and offline channels.
- Developed strategic messaging that aligned with brand philosophy and strengthened market positioning.

Key Achievements:

Thai Life Insurance - Thai Good Stories (2014): Drove 12.4M video views, 3.7M website visits, and expanded Facebook fanbase to 109K followers.

Work Link: Thai Life Insurance - Street Concert | Thai Life Insurance - Garbage Man

EDUCATION

M.A. in Cultural Management – Thammasat University, 2016

B.Ed. in Art Education – Chulalongkorn University, 2005