

# Ponpleeya Kotechompoo

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## SUMMARY

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Strategic communicator who thinks outside the box and proficient in planning, organization, and collaboration. Excellent interpersonal skills with strong sense of leadership, consumer engagement and conflict resolution. Extensive expertise in critical thinking, management, marketing, and social media.

## EXPERIENCE

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### The Brand Lab Fellowship

**Wunderman Thompson** • Minneapolis, MN

Oct 2022 – Present

*Strategy Labfellow: Midwest Strategy Team – Chevron & Texaco Account*

- Shadow and collaborate with Strategy Team during Value Proposition and Messaging Hierarchy development
- Assist supervisor during stakeholder research analysis and client deliverable
- Shadow development of Loyalty strategy in partnership with North America CRM team
- Assist supervisor with internal and client presentation development and creation

**Optum, Inc.** • Eden Prairie, MN

Jun 2022 – Oct 2022

*Project Management Labfellow: Creative Partners – UHG Corporate Marketing*

- Managed project timelines, assigned projects and provided resources using Workfront
- Facilitated Lunch & Learn with over 30 team members to discuss timeline management and improve relationships between Project Management and Creative
- Coordinated interviews to understand relationships between Marketers and Creatives and how it affected timeline management
- Work with cross-functional teams to create an internal training guide to ensure compliance with brand standards on custom work across all designs, projects and campaigns

**Find Your Power, Non-profit** • Minneapolis, MN

Aug 2021 – Dec 2021

*Social Media and Marketing Intern*

- Lead in creative brainstorms for monthly newsletters while juggling multiple projects in tight timelines
- Managed and created content for social media platforms such as Facebook, LinkedIn, and Instagram
- Wrote and proofed materials for news releases, monthly newsletters and blogs that reflected the brand voice and vision
- Research and synthesize complex concepts and information while using appropriate content sources to create engaging content to meet business requirements

**Customer Service:** Tea Clerk, Retail Sales Associate, and Barista

Aug 2018 – Oct 2022

- Achievements: Responsible for interpersonal interactions with customers and knowledge in products and services, merchandising and project management on salesfloor, and direct orders and workflow among colleagues as a shift lead

**EDUCATION**

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**University of Minnesota, Twin Cities** Hubbard School of Journalism & Mass Communication  
Bachelor of Arts in Strategic Communication Aug 2020 – May 2022

**Normandale Community College**, Associate of Arts in General Liberal Education  
Graduated with Honors Aug 2017 – May 2020

**EXTRACURRICULAR & STUDENT INVOLVEMENT**

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**University of Minnesota, Twin Cities**  
*Extern, Twin Cities PR BIPOC Career Explorer Program* Sep 2021 – May 2022  
*Event Planning Assistant, Public Relations Student Society of America* May 2021 – May 2022