

# WIMALIN SONGWATTANA

## CONTENT MANAGER DIGITAL & STRATEGIC PLANNER

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### SUMMARY

Creative Content Manager and Strategic Planner with an MBA background and 8+ years of experience leading end-to-end video production, digital storytelling, and content strategy across brand and platform ecosystems. Skilled in bridging commercial goals with user needs by translating audience insights and client briefs into high-performing content. Proven track record of managing cross-functional production teams, optimizing production schedules, and aligning creative output with engagement goals.

### CORE SKILLS

#### Content & Production Strategy

- End-to-End Video Production
- Editorial Planning
- Client Requirement Gathering
- Strategic Social Content
- Brand Storytelling.

#### Project & Resource Operations

- On-Site Manpower Allocation
- Schedule & Timeline Optimization
- Client & Stakeholder Management
- Cross-Functional Team Leadership.

#### Analytics & Performance

- Google Analytics
- Google Keyword Planner
- Meta Business Suite
- YouTube Studio

#### Tools & Platforms

- Adobe Premiere Pro
- Adobe Photoshop
- Adobe Illustrator (Basic)
- Adobe After Effects (Basic)
- CapCut
- Visual Studio Code

### PROFESSIONAL EXPERIENCE

#### 27Production

##### Producer & Strategic Planner

Jan 2026 - Present

- Client Interface & Briefing: Served as the primary point of contact for clients to gather creative briefs, align expectations, and coordinate closely with shooting and editing teams to execute client vision.
- Content Strategy: Formulated strategic social media content initiatives focused on maximizing audience engagement and campaign performance.
- On-Site Operations & Manpower: Managed manpower planning and resource allocation on production sets to guarantee seamless production workflows.
- Timeline Optimization: Maintained strict adherence to project timing breakdowns and proactively resolved schedule adjustments to keep deliveries on track.

#### Vgadz

##### Senior Content Creator

Aug 2025 – Dec 2025

- Executed daily social content strategy, tailoring copy and visual messaging to align with brand voice, audience needs, and campaign goals.
- Authored clear, user-focused product copy and feature breakdowns designed to guide customer purchasing decisions.
- Monitored content engagement metrics and feedback, continuously optimizing messaging to improve audience response.

Media Zone Tech

Project Planner

January 2025 – Aug 2025

- Managed end-to-end content operations and daily workflows to ensure smooth delivery of creative assets.
- Served as the primary liaison between clients and internal creative teams to gather requirements, scope deliverables, and manage expectations.

Mercular

April 2021 – December 2024

Senior Content Creator / Content Manager (Written/SEO Content)

- SEO & Content Strategy: Directed article strategy and video scripting for consumer tech and audio, optimizing content structure for search intent and user discovery.
- Cross-Functional Leadership: Partnered with Commercial, Marketing, and Production teams to ensure digital media aligned with both brand goals and user interests.
- Affiliate Operations: Managed KOL and affiliate order validation, analyzing engagement and ROI data to refine campaign strategies.

Box to Box

Co-Creator & Channel Manager

July 2018 - November 2021

- Co-created and managed a football and entertainment YouTube channel with over 45,000 subscribers.
- Led content strategy, production planning, and team coordination across multiple series.
- Handled scheduling, budgeting, and post-production to maintain consistent publishing timelines.

OOKBEE U

Senior Video Editor & Creative

February 2019 - January 2021

- Created tailored in-app video content based on user behavior and community dynamics across mobile app platforms (Joylada, Tunwalai).
- Collaborated directly with product and marketing teams to produce content supporting new feature launches, app campaigns, and user retention goals.

BKKMENU

Videographer & editor, BKKMENU

August 2017 - January 2019

- Produced lifestyle and food-related video content for a well-known digital media platform.
- Edited promotional materials and supported client projects in collaboration with writers and photographers.
- Participated in brainstorming sessions and assisted in creative content development for editorial series.

EDUCATION

Master of Business Administration

2014 - 2017

King Mongkut's Institute of Technology Ladkrabang

Bachelor of Arts, Cinema and Digital Media

2009 - 2013

College of Social Communication Innovation, Srinakarinwirot University

ADDITIONAL INFORMATION

Languages

- Thai : Native
- English : Conversational