

# MYA THATSANAPHON

Dallas/Fort Worth, Texas | [Mya's Portfolio](#) | [Mya's Gondola Portfolio](#) | (815) 914-8446 | myathatsanaphon@gmail.com

## EDUCATION

### UNIVERSITY OF TEXAS AT DALLAS

Master of Science in Marketing

### DALLAS, TEXAS

January 2022 - Current

### TEXAS STATE UNIVERSITY

Bachelor's of Science, Digital Media Innovation and Mass Communication, Cum Laude  
Minor: Business Administration

### SAN MARCOS, TEXAS

December 2020

## PROFESSIONAL EXPERIENCE

### SOCIAL MEDIA SPECIALIST

### SOCIAL MEDIA COORDINATOR

Texas Christian University / Fort Worth, Texas

- Develop and curate engaging content for social media platforms (Facebook, Instagram, Threads, LinkedIn, TikTok, Snapchat, and YouTube). Staying consistent with current trends and implementing them with TCU-themed content (especially within TikTok/Reels/YouTube Shorts).
- Promote and attend events (Institutional and athletics) to capture original stories, photos, and video content for social media and/or other marketing platforms. Update Twitter, Instagram, and Facebook Stories/Feeds on live content during the events.
- Spearhead the creation of written, graphic design, video, and photo content.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create daily/quarterly reports on key metrics and issues management.
- Design graphics and layouts while ensuring brand consistency.
- Produced, scripted, and edited TCU's highest-performing video to date, the April Fools' squirrels video, achieving over 2.3 million (1 million in its first day) views across all platforms. Additionally, designed original graphics and illustrations featured in the video.

### FREELANCER

### JUNE 2020 - PRESENT

- Providing services in marketing and communications, creative design, and branding including website design, brand design, graphic design, social media management, content creation, and more.

### MARKETING COORDINATOR

### JANUARY 2021 - MARCH 2022

Salient Global Technologies / Dallas, Texas

- Support marketing initiatives with the planning, designing, executing, and tracking of marketing programs such as email, events, social media, and content marketing.
- Independently coordinate marketing and community events including overseeing logistics, managing registrations, coordinating with vendors, creating itineraries, and ordering marketing collateral.
- Assist with developing and managing content and social media marketing programs including blogs and public relations efforts.
- Evaluate and monitor campaign performance on an ongoing basis by analyzing key metrics and creating comprehensive reports.
- Establish creative direction for the company and build brand guidelines
- Edited, toned, and uploaded photographs and videos for print publications, social media, and internal/external website content.

### MARKETING INTERN | JUN 2020 - DEC 2020

Salient Global Technologies / Dallas, Texas

- Created and designed a new website for SGT using WordPress – collaborating directly with department heads and garnering a 200% increase in foot traffic/interaction.
- Created the look and feel of the organization's online presence via a website and social media forums.
- Monitored and optimized social media postings and content blog posts to ensure top return on investment, conversion rates, and viewer engagement.

### SALES & MARKETING INTERN | NOV 2019 - MAR 2020

Heart Water LLC / Austin, Texas

- Maintained customer confidentiality while performing sales transactions in a timely manner without jeopardizing quality or accuracy
- Developed social media posts and marked research to effectively advertise according to customer's direct audience
- Advertised promotional activities and marketing (e.g. social media, direct mail, and web)

\*MORE INTERN EXPERIENCE UPON REQUEST

## ADDITIONAL INFORMATION

**EXPERTISE:** Direct Marketing, Social Media, Content Creation, Graphics Design, Branding, Project Management, Photography, Videography, HTML coding, Website Design, Content Writing, Visual Communication, Event Planning, Creativity, Search Engine Optimization (SEO)

**SOFTWARE KNOWLEDGE:** Adobe Creative Suite, Sprout Social, Slate, WordPress, GoDaddy, Squarespace, Wix, Microsoft Office, Google Suite

**CERTIFICATIONS:** Hootsuite Platform Certification, Social Marketing Certification, Google Analytics Individual Qualification, Google Ads Search Certification, Sprout Social Platform Certification

**ACHIEVEMENTS:** Award of Excellence for representing TCU's values 2024