Jirapat Mueangchan

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PROFILE

Marketing graduate specializing in KOL partnerships, from talent sourcing and negotiation to content delivery. Ranked #1 in company sales and delivered the company's most-viewed TikTok campaign within my first quarter. Develop AI-powered internal tools to streamline workflows and improve operational efficiency, with strong cross-functional collaboration skills in fast-paced environments.

EXPERIENCE

Influencer Business Development Nov 2025 – Present

Alta Global Commerce (Thailand)

- Built brand collaboration pipelines from the ground up by sourcing, screening, and onboarding KOLs.
- Led pricing negotiations and closed contracts with creator partners.
- Reviewed influencer content against client briefs and brand guidelines to ensure timely, on-brand delivery.
- Served concurrently as Project Manager Assistant (PMA), conducting selling-point analysis, developing briefs, reviewing video drafts, preparing campaign recaps, and reporting performance to the Project Manager.
- Ranked #1 in company sales in Q1 2026, generating ฿900K+ in revenue and 11.84M total views across campaigns.
- Built an internal creator management system to centralize KOL data, enable database-driven search, and reduce manual work across the workflow.

Coordinator (Internship) Apr – Jun 2024

THE STANDARD

- Coordinated internal tasks and cross-department communications.
- Analyzed customer behavior data to support SEO and marketing strategy development.
- Moderated social media channels and monitored audience engagement metrics.

Food Service Staff – Work & Travel Mar – Jun 2023

Dollywood Amusement Park, Tennessee, USA

- Communicated effectively in English with international customers in a high-volume service environment.
- Developed teamwork, time management and cross-cultural adaptability skills.

ACTIVITIES & CERTIFICATIONS

- Designed and developed internal systems for DD Quality Product Co., Ltd. to streamline back-office operations.
- Built a website for investment dashboard as Econ Monitor
- Head Organizer : ByeNior Marketing'64
- Volunteer : Bank of Thailand Workshop
- J-MAT Marketing Workshops & Seminars
- EED Entrepreneurial Ecosystem Development (Season 3)
- Certificate: Business English through News (E-learning)

EDUCATION

B.B.A in Marketing
Chiang Mai University
May 2021 - Mar 2024

SKILLS

Thai	Native
English	Conversational

HARD SKILLS

AI & TOOLS

- Claude Code
- Claude-based workflow development
- GitHub
- Cloudflare

DATA & REPORTING

- Advanced Excel
- Microsoft 365
- Supabase

CONTENT & SOCIAL

- TikTok Partnership
- Premiere Pro
- CapCut

SOFT SKILLS

- System Design & Implementation
- Workflow optimization
- Critical thinking
- Process improvement
- Emotional intelligence
- Problem solving