



Mimi
Thitirat Wonghirawat

Creative in Fashion Communication
Digital Content | Visual Branding

DATE OF BIRTH

March 23, 1997

NATIONALITY

Thai

CURRENTLY RESIDES IN

Milan, Italy

MOBILE

+39 379 169 6209

EMAIL

Thitiratwhrw@gmail.com

WEBSITE

linkedin.com/in/thitirat-wonghirawat



PORTFOLIO

www.mimiwong.blog

Education

Sep, 2024 - Aug, 2025

Master of Fashion Digital Marketing

NABA, Nuova Accademia di Belle Arti
Milan, Italy

2015 - 2019

Bachelor of Liberal Arts (Business English Communication)

Thammasat University
Bangkok, Thailand

Skills & Expertise

- Visual Communication & Storytelling
- Marketing Communication Design
- Branding & Rebranding Projects
- E-commerce Visual Assets
- Data-driven Marketing Insights
- Digital Analytics

Additional Training: Omni-Channel Marketing (Google); Winning Team, Business Project (Thammasat University)

Tools & Software

- | | |
|----------------|------------------|
| Adobe InDesign | Google Analytics |
| Adobe Fresco | Salesforce CRM |
| Midjourney | Wix & Wordpress |
| Capcut | Power BI |

Languages

- | | |
|---------|----------|
| Thai | Native |
| English | Fluent |
| Italian | Beginner |

Experience

Current

Marketing Communication (Intern) BERGIE by GIORGIANDREAZZA | Milan, IT

- Created visual communication materials
- Worked closely with Giorgia Andreazza to enhance communication design
- Developed digital assets for e-commerce, flyers, and social media
- Assisted in designing pop-up displays and supporting brand activation events

Nov 2023 - Sep 2024

Project Manager QUO Global | Bangkok, TH

- Managed strategic and creative brand development projects for clients in hospitality and wellness
- Identified and pitched new branding ideas, contributing to concept and design direction
- Implemented project management workflows using Teamwork.com

Jul 2022 - Oct 2023

Digital Marketing Analytics Executive Minor Hotels Group | Bangkok, TH

- Identified cross-channel marketing opportunities and strategy implementation
- Analyzed performance of creative content and marketing campaigns.
- Delivered visual reports and marketing dashboards
- Conducted digital media and marketing trends research to enhance digital communication strategies across corporate teams

 Developed a new Framework for Marketing Analysis: Campaign Effectiveness, Audience Engagement & Content Performance

Jul 2019 - June 2022

CRM Marketing Coordinator Minor Hotels Group | Bangkok, TH

- Implemented brand-level email marketing campaigns from designing to launching
- Coordinated CRM marketing campaigns with the creative team
- Conducted customer behavior research and analyzed campaign performance