



# NEETA RAJCHAIBOON

## Creative Strategist

### EXPERIENCE

#### Sr.Creative Strategist

August 2020 - Present

#### Mott & Bow Inc., New York, USA

- Strategically plan advertising campaigns and landing pages by using the data from qualitative and quantitative research.
- Contribute to the overall growth of Mott & Bow in the different product verticals.
- Work on creative ideas and implement integrate forms of media to create marketing solutions and designs that help Mott&Bow to achieve the business goal.
- Develop and implement social media plans including Instagram, Facebook, Youtube, and Tiktok. Evaluate and analyze existing content strategists and identify areas of improvement.

### CONTACT

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🌐 www.neeta-r.com

📍 Brooklyn, NY

### EXPERTISE

Adobe Photoshop



Adobe Illustrator



Adobe Premiere Pro



Adobe After Effect



Adobe Lightroom



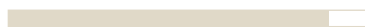
Adobe InDesign



Auto Cad



Adobe XD



Figma



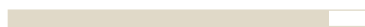
Google Suits



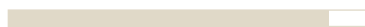
MS Office



Photography



Video Editing



Content Creation



#### Freelance Visual Designer

August 2016 - July 2020

#### Event Creative Lead

December 2019 - May 2020

#### Event Creative Intern

June 2019 - November 2019

#### Interior Architect

June 2015 - July 2017

#### Contract and Freelance work with Graphic design, UI design, Web design, Video editing, and Photography

#### FIND YOUR ID NYC, New York, USA

- Strategically planned event concepts.
- Supervised overall planning and managed creative teams.
- Venue scouting & coordination of venue staff.
- Created and executed social media promotion across digital platforms including Facebook and Instagram.

#### FIND YOUR ID NYC, New York, USA

- Created digital media content in the areas of fashion, music, and art.
- Concept creation of avant-garde events alongside designers and artists.
- Managed design elements of event production teams including execution.

#### Steven J. Leach, JR. + Associates Limited, Bangkok, Thailand

- Design lead of OZO Kata Phuket, a modern, multi-million dollar beach resort.
- Design team of Central Department Stores (city of Korat); developed community space.
- Created design environments including studios, agencies and in-house teams.
- Created client pitch presentations, including materials selection. Created renderings of floor plans, electrical plans, and construction plans.

## EDUCATION

**Master's of  
Professional Study**  
2018 - 2020

**Pratt Institute, New York, USA**  
Design Management Program GPA 3.8

**Bachelor's of Science**  
2010 - 2015

**King Mongkut's Institute of Technology Lardgrabang Bangkok, Thailand**  
Interior Architecture Program GPA 3.5

**Exchange  
Student Program**  
2013

**University of the Arts London, UK**  
Certificate in Fine Art

## EXHIBITION

**Thesis Showcase**  
May 2015

**EmQuartier Department Store, Bangkok, Thailand**

- Post graduate thesis exhibition for the interior design of a hotel and cruise emphasizing luxury

## LANGUAGE

**English**  
**Thai**