
Antika Emyaem, M.Comm. (Digital Media)
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Qualification: Practice Academic (PA)

Academic Background

M.Comm. (Digital Media)

M.Comm. (Digital Media) University of Washington, Washington, USA, 2011.

B.A. (Journalism)

B.A. (Journalism) Thammasat University, Thailand, 2005.

Work Experience

Work Experience

Mass Communication Officer, The Royal Thai Government Public Relations Department (August, 2011 - August, 2015), Bangkok, Thailand. - Distribute the company's information and content through various social media channels to enhance visibility and engagement with the audience.

- Assist in the development and execution of the company's social media strategies and campaigns.
- Develop and curate engaging content for different social media platforms (Facebook, Twitter, Instagram, etc.), ensuring the messaging aligns with the organisation's branding and objectives.
- Monitor the company's social media channels (Facebook, Twitter, Instagram, etc.) for feedback, inquiries, and interactions.
- Regularly update the company website with fresh content, news, and promotional materials.
- Monitor social media performance and analytics to evaluate the effectiveness of campaigns and content.
- Prepare regular reports on social media metrics (engagement, reach, growth, etc.) to share with teams.
- Act as a liaison between the organisation's local team and international production teams to ensure smooth collaboration.

Marketing Coordinator, Acute Realty Co., Ltd. (September, 2007 - May, 2008), Bangkok, Thailand.

- Manage client inquiries through phone and in-person interactions, providing detailed property information, financial loan options, and lease terms.
- Consult with clients to assess their accommodation needs, offering personalized property recommendations and guidance throughout the leasing process.
- Conducted market research on new properties and created engaging copy for online listings, ensuring accurate and appealing advertising materials.
- Oversaw financial transactions, including payments and deposits, and facilitated the preparation and signing of lease agreements.

Account Executive, Imex Advertising Co., Ltd. (June, 2005 - February, 2006), Bangkok, Thailand.

- Manage and nurture relationships with existing clients, ensuring satisfaction and identifying opportunities for upselling additional services.
- Expand the client base through networking, cold-calling, and sales presentations. Arrange meetings with prospective clients to present the agency's offerings.
- Collect and analyze client data to create tailored advertising plans that align with their goals. Present data-driven proposals and campaigns to clients.

- Work closely with the creative team to develop campaign materials and coordinate with suppliers and vendors to ensure timely and quality delivery of assets.
- Maintain accurate records of client communications, contracts, and project timelines. Ensure timely billing and invoicing.

Teaching

Courses Taught

Bachelor Degree

Planning, Development and Pitching for New Entrepreneur
Digital and Social Media Marketing for Hospitality and Event Business
Communication and Event Design for Knowledge Center and Museum
Mega Event and Exposition Management

Intellectual Contributions

Refereed Proceedings

Other

Polyorat, K., Preechapanyakul, W., Sripongpun, K., & Emyaem, A. (2017). Nation Branding: The Application of Brand Personality Framework to China as a Brand. *The Proceedings of The 1st International Conference on Theoretical and Practical Implications in the Field of Social Science Humanities & Management Studies (TPISHM)*, 2 (1)

Service

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