

NAPISA NAKPRESHA /COPYWRITER

CONTACT

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347.969.6023
New York, NY

EDUCATION

New York University

M.S. in Integrated Marketing
Concentration in Brand Management
Aug 2024 - May 2026
GPA 3.9

Chulalongkorn University

B.A. in Communication Arts
Major in Motion Pictures
and Still Photography;
Minor in Advertising
Jul 2015 - Jun 2019
GPA 3.4

EXTRACURRICULARS

NYU Global Field Intensive Program

Selected as an NYU delegate for
Cannes Lions 2025

ComArts Annual Theatre

Wrote musicals for four consecutive years
and was appointed as Music Director

The 26th Kangjor Film Festival

Served on the PR Committee, supporting
festival promotion and communications

SKILLS

Adobe Suite Premiere Pro, Photoshop
Microsoft Office Suite Word, PowerPoint
Google Suite Docs, Slides, Drive
Google Certification Video, Search
AI Tools Claude, Gemini, Midjourney
Others Logic Pro, Canva, IBM SPSS
Languages English, Thai, French

EXPERIENCE

Grab Malaysia

Copywriter (Remote) | Jun 2023 - Present

- Localizing scripts for #WomenWelcome campaign, Grab Advance Booking, Grab for Business, GrabCoins, AudioProtect, and Grab Dine Out, reaching 32M users across Southeast Asia
- Translating website, email, Facebook, Instagram, LinkedIn and in-app content from English to Thai

Grab Thailand

Copywriter | Nov 2020 - Oct 2021

- Wrote copy and scripts in Thai and English for key services
- Oversaw TVCs and artwork for digital campaigns
- Worked closely with graphic designers, art directors, and marketers to achieve monthly business objectives
- Collaborated with agencies to execute 360° campaigns across online film, OOH, social media, and in-app channels for "Thank You, Drivers!" campaign

Ogilvy Thailand

Copywriter | Apr - Aug 2020

Clients: Colgate-Palmolive, Protex, Leo Beer

- Co-wrote Colgate's Smile Strong script "Teacher Bally"
- Presented Colgate Smile Strong executions to clients
- Executed the selected Protex campaign proposal
- Developed reinforcement ads for Leo Beer

AWARDS

NYU Capstone Competition 2026

Finalist among 200 applicants for "BiodiverSEETy," a corporate ESG solution addressing biodiversity loss

The 23rd Thai Short Film & Video Festival

Director of "Fearminin," selected as a finalist in the Un Certain Regard category among 500 submissions

Adman Awards & Symposium Bronze, 2021

Grab's "Thank You, Drivers!"

The One Show Merit, 2021

D&AD 2021 Shortlist, 2021

Spikes Asia 2021 CSR Finalist, 2021

Colgate's "Teacher Bally"