

Pat Cholavit

CREATIVE

I HATE ADS. SO WHEN I HAVE TO MAKE ONE,
I MAKE IT INTERESTING.

AWARDS & ACHIEVEMENTS

D&AD Top 100 Copywriters
1x Graphite Pencil 1x Wood Pencil
1x Shortlist D&AD 2022
1x Gold 1x Shortlist ANDY Awards 2022
1x Silver 2x Bronze Caples Award 2022
1x Gold 1x Silver ADFEST 2022
1x Silver Spike 2022
1x Best of Show 1x Gold 1x Silver
The Drum Awards 2021
1x Gold 6x Silver 14x Bronze Adman 20-21
(Total score matches up to a whole agency
that ranked NO.4 in Thailand)
1x Crystal New Stars 2021
1x The One Show Asia Showcase 2020
1x Gold & 1x Bronze Adfest 2020
1x Rising Star On Instagram
Thailand Influencer Award 2020
2x Silver & 2 Bronze Ad Stars 2020
2x Lürzer's Archive Student Contest
1x Best of Show & a bunch of golds
B.A.D. Student Awards 2018
The most competitive Thailand student award.

PERSONAL HISTORY

Weird, unconventional, not sure if it is an ad or not, are what I strive to make people feel, because these aren't what generic ads can give you.

CONTACT INFO

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WORK EXPERIENCE

WIEDEN+KENNEDY SHANGHAI
Creative | MAY 2023 - PRESENT

Nike, Hennessy, Tiffany

- Help driving one of the biggest WKSH's Nike campaign in the year, and lead it when CDs and ACDs engaged in other projects.
- Mentored interns and helped driving 2023 internship program.

VMLY&R PARIS / REDFUSE EMEA
EMEA Creative | MAY 2022 - MAY 2023

Intel, Protex, Colgate, Salvation Army

- Work with minimal supervision in an international team.
- 70% Regional campaign (EU+UK+South Africa) 30% Local campaign.

WUNDERMAN THOMPSON
Creative | JAN 2021 - MAR 2022

TikTok, Lays, SMO, Krungsri Banking App, THE 1 APP

- Helped winning new businesses (TikTok) within 10 days after joining the agency and developed its first interactive film.
- Helped the office won the agency of the year 2021-2023

WITHNKW (IG/YT/TIKTOK- @NKWWW)
Co-Founder/Creative Director | DEC 2018 - Present

- Turned a fashion model into an influencer (220k followers) and, eventually into a creative content studio.
- Leading a creative and production team.
- Acquired big name clients; Apple, Dior, Samsung, EA Sports, etc.

CHOOJAI AND FRIENDS
INTERN TO COPYWRITER | JAN 2016 - JAN 2021
No.1 Thailand Independent Agency 2019

AirAsia, Yves Rocher, Thai Health Foundation, Unilever, Vaseline, Clear, Shizuoka, Teach for Thailand

- Worked in creatively focused, and fast paced environment
- Did everything from planning strategy to supervising post-production.

EDUCATION

BANGKOK UNIVERSITY

BA in Communication Arts | 2016 - 2020

1st Honorable

Chosen to join University's Outstanding Program