

SIRICHAT “AMMY” SRIYUNYONGWAT

10901 Ranchstone Drive, Apt#409

Houston, TX 77064

(713) 632-5030

sriyunyongwat@hotmail.com

WORK EXPERIENCE

Clear Channel Communications

Houston, TX

Web Content Specialist

Jan. 2007–Present

- Maintained digital content for eight radio station web sites
- Designed graphics, hard-coded websites in HTML and CSS, edited copy in AP Style, created and scheduled online advertisements, provided support for web-related issues
- Developed web-based forms which streamlined daily production for 200+ employees

Zoq Design

Houston, TX

Copywriter

Sept. 2005–Nov. 2005

- Composed copy for the launch of Altus Health Management Services, Oprex Ambulatory Surgery Center, Zerenity Sleep Center and Clarus Imaging Center
- Conceptualized distinctive brand identities for each modality

Houston Museum of Natural Science

Houston, TX

Public Relations Intern

Sept. 2004–Dec. 2004

- Produced news releases and detailed documents for the General Press Kit and various exhibits
- Assisted in brainstorming strategies for promoting new exhibits and IMAX movies
- Edited and created digital images for press materials

Clifford Public Relations

New York, NY

Public Relations Intern

June 2004–Aug. 2004

- Secured article placements in various media outlets such as WDEL-AM radio
- Developed press kits and media lists, arranged mass mailings
- Pitched story ideas to media contacts and conducted surveys in Times Square

Bill White for Mayor

Houston, TX

Field Representative

Sept. 2003–Dec. 2003

- Member of the successful campaign team that aided White in winning the election
- Walked door-to-door in neighborhoods across Houston to talk to registered voters
- Distributed campaign literature, delivered yard signs, participated in phone banks

Asian American Journalists Association

Dallas, TX

New Media Intern

Aug. 2002

- 1 of 10 students selected nationwide for the New Media internship, which provided online coverage of the AAJA 15th Annual Convention in Dallas, TX
- Conducted interviews, composed news articles, coded web pages in HTML

Permanent Mission of Thailand to the United Nations

New York, NY

Intern

July 2002–Aug. 2002

- Attended and reported on press briefings and meetings held at the United Nations
- Translated news articles into Thai to send to other Thai embassies
- Performed light administrative duties

SKILLS

- Fluent in Thai (native-level writing, speaking and reading)
- Proficient in HTML/CSS, Adobe Photoshop, Adobe Dreamweaver, MS Word, MS PowerPoint
- Experience with JavaScript, Adobe Illustrator, Adobe Flash, WordPress, QuickBooks

ACTIVITIES

Thai Performing Arts Association of Houston

Houston, TX

Classical Thai Dancer

Mar. 1987-Present

- Represented Thailand and performed in various traditional and cultural events such as the Houston International Festival and the Houston Children's Festival

Sigma Phi Omega

Houston, TX

Service Chair, Webmaster, Photographer

Sept. 2003-Dec. 2005

- Coordinated service projects with local organizations such as the Boys and Girls Club of Greater Houston, the Houston Area Women's Center, Asians Against Domestic Violence, the Houston Zoo
- Organized SAFE Week, a series of events held to raise charity funds towards domestic violence awareness, winner of the University of Houston's Outstanding Program of the Year 2005
- Maintained website, revamped layout for increased functionality and visual appeal, designed new graphics, boosted photo quantity by 500%

EDUCATION

University of Houston

Houston, TX

Bachelor of Arts in Political Science and Communications: Public Relations

Sept. 2001-May 2005

- Cumulative GPA: 3.71, *Magna Cum Laude* honors
- Relevant coursework: Public Relations Campaigns, Print & Digital Media Writing and Editing, Communication Law & Ethics, Web Technologies, Elements of Marketing Administration

HONORS & AWARDS

- Youth Cultural Ambassador for the City of Houston
- Outstanding Community Service Award from Wat Buddhavas Temple in Fall 2005
- Most Outstanding Active Award from Sigma Phi Omega in Spring 2005
- George A. Kirksey Memorial 2004-2005 Scholarship recipient from the University of Houston School of Communication
- E. Virginia Barnett 2004-2005 Scholarship recipient from the University of Houston College of Liberal Arts and Social Sciences
- Pi Sigma Alpha Political Science Honor Society member
- Dean's List recognition
- Acceptance into the University of Houston Honors College
- Winner of the Miss Songkran Pageant 2002 at Wat Buddhavas Temple