

Tweep Traisawadvong

GROWTH & MARKETING LEAD · CO-
FOUNDER, NOSH

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Born 27 April 1995

Growth and marketing lead with nine years across consumer brands, Web3 gaming and regional e-commerce. I build from zero and then run the performance side myself: a protein brand past ฿1M in its first year, a game community to 50,000 members, an NFT sell-out in a bear market. Comfortable moving between Thai and international teams, and direct with feedback in both directions.

Work Experience

Nosh — Co-founder

2025 — Present · Bangkok

Pouch protein meal brand. Add water, shake, drink — all inside the pouch.

- Started from zero: sourcing packaging, contacting OEMs, sample testing and packaging design.
- First to launch an innovative pouch protein meal in Thailand — no shaker or glass needed.
- Owned the whole go-to-market: offline booths, online ads and marketplace.
- Closed the first opening year with over ฿1,000,000 in sales.

Brilliantcrypto — Brand Ambassador & Community Manager

Oct 2024 — Jun 2026 · Freelance

Web3 mining game in the vein of Minecraft.

- Responsible for growing DAU against a 300 DAU target: hit 800 DAU in one month, now at 3,000.
- Sourced brand ambassadors to bring in DAU and support the game and its players.
- Handled global expansion and marketing deals across multiple regions.
- Created a new movement inside the community, the “Digital Gemstone Collective”.
- Moderated Discord, built onboarding content, drafted and hosted retention events.
- Collaborated with influencers and with the dev team on new features and in-game events.

TheHonestbet — Marketing Manager & Advisor

Jun 2025 — Feb 2026

Casino and iGaming website.

- Main focus on awareness and trust: the lotto number is taken from the last two digits of Binance volume at the 5-minute closing price, so the house cannot make numbers or manipulate the system.
- Created meta accounts able to run ads within casino restrictions, then optimised to acquire new customers at a CPA as low as \$0.08.
- Optimised the website for conversion and a better user flow.

Slap em' UP! — Community & Discord Advisor

Nov 2025 — Feb 2026

Casual card game by Urnique Studio, makers of Timelie (Game of the Year 2020).

- Advised on Discord and community set-up, and organised community events.
- Micro-influencer sourcing, community building and oversight of social media content.
- Acted as part-time game planner alongside the studio team.

Kryptofighters, Maxma Studio — CMO, Web3

Feb 2022 — Dec 2024 · 2 years

Web3 strategy game.

- Oversaw all marketing activity: team KPIs, campaign timeline, budget and creative direction.
- Grew the Discord community to 50,000 members across multiple language channels.
- Sold out the NFT mint in a bear market, raising \$100k and achieving 4x ROI before the product shipped.
- Ran international influencer marketing across Russia, the Philippines, Turkey, Japan, Indonesia, Spain, Argentina, the Middle East, Vietnam, Thailand and the USA — YouTube, Facebook, blogs and Twitch.
- Connected 34 partners in one month across gaming guilds and esports communities.
- Pitched the project to investors, which brought in an incubator and an advisor.
- Cross-giveaway campaigns on Gleam, Twitter and Telegram; AMAs, Twitter Spaces and hosted Discord competitions.
- Listened to the community and fed requested features back into the product, working with game design on in-game mechanics and with the art team on per-platform creative guidelines.

Peakpro — Marketing Lead

Oct 2023 — Nov 2024 · 1 year

Isolate whey protein brand.

- Started the brand from scratch, including the brand guideline and brandbook.
- Pushed sales to \$300,000 in six months.
- Social media and marketplace management: TikTok, Facebook, Instagram, Shopee, Lazada.
- Sourced influencers and planned ad budget across all channels.

Worldtech — Digital Marketing & Social Media Manager

3 months · Full time

Thai home appliance company: air purifiers, blenders, fridges, TVs.

- Created uplift in under-performing SKUs, bundling products with related GWP.
- Managed every social and marketplace channel — TikTok, Instagram, Facebook, Shopee, Lazada, Line — setting mood and tone and acting as the last check point for artwork.
- Brand marketing: oversaw video production, assisted on script writing and edits, scouted actors, set the company slogan.
- Digital: CPAS, Shopee and Lazada search and discovery ads; owned brand.com layout, payment gateway, GTM and FB Pixel.
- Budget planning and company marketing direction.

aCommerce — Regional Performance Marketer

2 years · Full time

The #1 e-commerce enabler in Southeast Asia.

- Performance advertising on Facebook (CPAS, conversion) and Google (SEM, GDN, GSA, YouTube).
- Accounts included Microsoft, AIS, L'Oréal Group, Colgate, Mamypoko, DKSH, 3M and Naain.
- Budget planning, performance forecasting and media planning collaboration.
- Tracking, reporting and insight analysis in Google Data Studio.

Boom Esports — Team Manager, League of Legends

4 months · Contract

- Supervised players and ran accounting and finance for the gaming house.
- Collaborated with Riot Games and PCS, and on partnerships with HyperX and AOC.

Skills & Expertise

Advertising	Facebook ads (CPAS, conversion) · Google Ads: SEM, GDN, GSA, DA, YouTube · Microsoft Ads · Lazada and Shopee ads · influencer marketing · cross-platform giveaway campaigns
Analytics & tools	Google Data Studio · Google Analytics · GTM and FB Pixel implementation · MS tools · basic Photoshop
Brand & community	Brand guidelines and brandbooks · Discord community building and moderation · event hosting, AMAs and Twitter Spaces · partner and guild management · investor pitching
Certificates	Google Ads Search · Display · Video · Shopping Ads · Google Analytics · Facebook Blueprint
Languages	English — fluent, first language · Thai — fluent

Education

2019	BBA, International Business Management Mahidol University International College
High school	St. Andrews International School

Personality

In short	Adaptable · adept · honest · optimistic · strong soft and people skills · international, new-generation mindset
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I like international culture — being able to express even if the person I'm talking to is a level above me. I believe being able to say something directly if it's better for them, then why not? Normally local workers here usually feel demotivated when they get complained at, but I don't. I thank the person who complains to me, because they are helping me to improve.