



Nikki Busuttill

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PROFESSIONAL EXPERIENCE

Freelance Journalist / Marketing Communications & PR Consultant

2008 to Present

Freelance writer, translator, copywriter poet and comms consultant, Nikki is a communications specialist, trilingual modern languages, literature and linguistics graduate, with a Master's in international business. Literature and languages have always remained close to her heart, and she has worked with technical, trade and leisure publications, as well as daily newspapers in Australia, Europe and Asia (including the Bangkok Post). With a very diverse client list, from sustainability, international hospitality and top-tier luxury brands to manufacturing and the art world, Nikki also continues to aid corporations and individuals, particularly in the travel, lifestyle, news, production, sustainability and design industries, with their marketing communications, branding, content creation, CSR, social media and PR, as both a director of communications and a freelance consultant. She also customizes website templates and has created a variety of websites, including her own. Tending to choose clients who have a strong affinity with sustainability and CSR efforts, Nikki pursues a sustainable and healthy lifestyle herself. Dedicated and enthusiastic, Nikki is a rockclimber, an urban cyclist, a distance runner, an extreme sports fan, a martial artist, an avid advanced open-water diver, modest wake/snowboarder, and has even worked in the entertainment industry, as a stunt double. She continually seeks ways, both professionally and privately, to combine all of her many passions. www.nikkibusuttill.com

Communications Consultant

MCL Design - Bangkok - 2018 to Present

Management of all communications activities centred around sustainable, luxury and handcrafting design and production. Responsibilities include ongoing internal and external communications, PR, web, online retail store management & social media management, advertising, branding, content creation and editing support. Plus, marcoms support, web management and branding for the creation of associated/sister brands produced by the same company (The Madstone, Blingmine, etc). www.mcldesign.net

Single Use Productions – Bangkok – 2020 to Present

Marketing Communications activities for this philanthropic organization aimed at raising funds for charity, promoting unity and advocating for equality, through art and culture movement. www.singleuseproductions.com

Freelance Marketing Communications & PR Consultant

Thai Optical Group Public Company Limited - Bangkok - 2004 to Present

Responsibilities include ongoing internal and external communications collateral, including PR, advertising, branding, social media, official corporate documentation and copywriting/editing support (continuation from previous full-time position 2001-2004). www.thaiopticalgroup.com

Freelance Journalist & Marketing Communications Consultant

dwp | design worldwide partnership - Bangkok - April 2010 to June 2015

Consultant for this international architecture and interior design firm - internal and external communications, corporate identity, communications strategy and guidelines, PR, social media, CSR, sustainability, feature articles, profiles, marketing and business development collaterals, advertising, graphic design and layout art direction, printing, website and sharepoint content, etc. www.dwp.com

Freelance Consultant

Iwara Spa Company Limited - 2009 to 2013

Freelance Consultant for this international spa consultancy firm, copywriting, proofreading, editing and writing articles, press releases, website content, menus, etc. www.iwaraspa.com

Director of Communications

Amari Hotels and Resorts - Thailand - October 2005 to August 2009

Working for the head office of Thailand's leading and most dynamic hotel and resorts management group. Multi-functional creative role, involving corporate branding, art direction, web, PR, CSR, database, print, design, layout, art direction, signage, photography, copywriting, editing, proof-reading, translation, signage, new property openings, launch campaigns, promotions, advertising, media scheduling and budgeting and event organisation, photoshooting and filming direction for corporate DVDs etc. for a group of 18 4- and 5-star hotels and resorts, with a combined total of ca. 100 restaurants/bars (incl. www.mantra-pattaya.com & www.prego-samui.com) and a chain of 7 signature branded spas (www.sivaraspa.com), throughout Thailand. www.amari.com

Marketing Communications & PR Consultant

Pacvest Group - 2003 to 2005

An Australian-run property development group on various luxury developments, notably 'The Plantation', Phuket - see www.theplantationphuket.com for details. Responsible for everything from website management, press releases, copywriting, advertising, brochures and direct mail campaigns, to other promotional materials, trade exhibitions and newsletters.

PR Consultant

Mystique - Bangkok - 2003 to 2005

Participating in the pre- and post-launch phase of a brand new American-run upscale nightclub, launched in Feb 2004. Responsibilities included daily PR activities, as well as official launch, events promotion, press releases, invitations, media relations and other marketing communications material content. www.mystiquebangkok.com

Marketing Communications Manager

Thai Optical Group Public Company Limited - Bangkok - 2001 to 2004

Responsible for all marketing and PR for the group of 6 companies in the ophthalmic/optical industry. Creation of group image, corporate branding and websites, copywriting, communication and promotion materials for existing and new products and packaging. Stand design/management for international trade fairs. Organisation of photoshoots and video production for corporate usage. In charge of press and public relations, writing press releases and monitoring flow of information about the company. First point of contact for many potentially new clients. Liaison and relationship management with European suppliers. www.thaiopticalgroup.com

Marketing Advisor

Cogen - Bangkok - 2000 to 2001

Consultant to this Biomass Energy Centre, responsible for creation of the Marketing Plan for future sustainability.

Founder & English Instructor

Lingua Franca - Thailand - 2000 to 2001

Founder of unique own business of teaching English for professionals via telephone/internet with in-company visits (e.g. KFC Bangkok, Minor Group), while in full-time studies, to help finance them.

International Marketing Consultant

Qualiope France - Paris (75) - 2000

French Internet and Telecommunications Performance Measurement Start-Up, responsible for internal communications and market intelligence.

Professional English Instructor

Formalanges Paris - Paris (75) - 1999 to 2000

Instructing professionals both in-house and at client locations, while in full-time studies.

Professional English Instructor

iNLINGUA Augsburg - Augsburg - 1997 to 1999

Based in Germany, providing English courses for adults and children. Courses included teaching English as a second language to busy professionals in their companies, to all ages at the language school and a bilingual English/German IT course, as part of a government back-to-work programme. Classes varied in size from one-to-one to up to 30 students.

EDUCATION

MBA Exchange in International Business

Asian Institute of Technology – Bangkok, Thailand

French and German Studies

University of Nantes – France

Masters in European Business

ESCP-EAP European School of Management – Paris, France

German and French Studies

University of Augsburg – Germany

BA in Modern Languages and Linguistics

Manchester Metropolitan University – Manchester, UK

SKILLS

Languages: English (Native), German (Fluent), French (Fluent), Thai (Basic)

Graphic Design (Intermediate)

Community Sports Leadership Award

Highly proficient MAC & PC, MS Office, Adobe Photoshop/Illustrator/InDesign, Web Creation/Editing, etc.

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FB: www.facebook.com/Writer.Nikki.Busuttii