



Payton Paphanchith

MODEL | SOCIAL MEDIA MANAGEMENT

CONTACT

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SKILLS

MODELING / ACTING

CREATIVE DIRECTING

STYLING

TALENT MANAGEMENT

DIGITAL CREATION / INFLUENCING

SOCIAL MEDIA MANAGEMENT

SALES



EXPERIENCES

2023

SJL MODELING

SPARTANBURG, SC

Continuous promotional model for Celsius and Perfect Hydration. Effectively engaging with customers, promoting the brand and its health benefits. My role has enhanced my communication skills and ability to connect with diverse audiences.

SV PROMOTIONS

TAMPA, FL

Engaging audiences to raise brand awareness. Leveraging charisma and product knowledge to create memorable experiences at events, trade shows, and promotions for brands such as Red Bull, Pulpo Loco, and Ghost Tequila.

2020

ULTIMATE TALENT GLOBAL

ORLANDO, FL

Managed 280+ models. Rose from talent to executive, reaching top agent in a month with record sales. Expert in markets, communication, scouting, and event production/management.

MARQUEE IMAGE MODELS

TORONTO, CANADA

Landed a contract with Singapore-based app, Likee. Accumulated over 787,000 followers in four months creating short videos.

MODERN TALENT

INTERNATIONAL

Worked as an influencer landing deals and campaigns with brands such as Press Seltzers.

2018

ABOUT FACE MODELS

CHARLOTTE, NC

Toured the Midwest USA with marketing company Brand Champion working as a promotional model for multi-billion dollar tobacco brands such as Swisher Sweets, Acid Cigarillos, and Primo Cigars, drawing attention of 2K-70K attendees to brand booths.

YOUR STYLIST LLC

CINCINNATI, OH

Worked as a personal wardrobe stylist providing fashion guidance and also studying models in fashion shows as a personal shopper at Nordstrom.

2016

HEYMAN TALENT

OH, KY, IN

Exclusive contract to OH/KY/IN. Worked for many notable brands such as The Kentucky Derby, Columbus Transit Authority (COTA). Also worked with Pure Romance as a parts model and walked in five fashion shows.

FREELANCE

USA

With a proactive drive, I've secured diverse roles: on-air at Fox News, hair modeling, voice-overs, and "CLAWS" set work. I've managed social media for clients, partnering with Casely, Hismile, and Dior. I've also been a Brand Ambassador, Bottle Server, and modeling for the Bengals, Reds, and FC Cincinnati.

OBJECTIVES

Seeking a management position at a forward-thinking marketing agency or esteemed modeling agency. Leveraging proven expertise in brand promotion, strategic campaign development, and team leadership to drive impactful growth and innovation in a collaborative and results-driven environment. Seeking a position that offers competitive salary and comprehensive health benefits while fostering professional growth and creativity.

QUALIFICATIONS

- **TALENT MANAGEMENT**

Oversaw models, actresses, and influencers, facilitating remunerative opportunities and essential resources for industry success. Instrumental in increasing revenue and market reach for talent agencies. Managed project coordination and strategic talent engagements, ensuring seamless execution.

- **CREATIVE DIRECTOR**

Crafted mood boards, directed clothing campaigns, and contributed to set design and posing strategies. Merged fashion acumen with consumer appeal, channeling creativity into client-centric solutions.

- **SOCIAL MEDIA MANAGEMENT**

I utilized graphic design skills to craft visually engaging posts, optimizing Instagram accounts for greater reach, likes, followers, and engagement. I also managed sponsored ad campaigns, direct communications, and contributed to precise media planning for a cohesive online presence.

- **STYLIST**

Provided personal wardrobe consultation, evaluating body profiles, revitalizing closets, and conducting personalized shopping. Curated ensembles for commercial and catalog photoshoots, contributing to visually compelling aesthetics.

- **MODEL**

Possessing a rich history of eight years in the modeling and acting industry, showcasing exceptional proficiency in a diverse range of assignments encompassing commercials, promotions, editorials, runway, and parts modeling. Featured in 10 music videos, 8 of which entailed lead roles, further underscoring my versatility and presence on screen.

- **DIGITAL CREATION / INFLUENCER**

Partnered with 100+ global brands, employing organic growth strategies to gather a dedicated following of 800,000+. Through my engaging personality, I attracted and retained viewers, maintaining a consistent online presence while undertaking diverse projects like makeup transformations, choreographed routines, and motivational videos.

- **SALES**

Proficiently managed negotiations, orchestrated strategic marketing campaigns, and oversaw advertising initiatives while optimizing production workflows. I diligently managed entries and maintained detailed records, leading to improved sales figures. My role included conducting orientation sessions, resolving challenges, and introducing innovative concepts. I possess expertise in utilizing task management tools, Microsoft Office, and Google Workspace applications.