

Ann Hincherman's

PORT*folio*

Ann Hincheraan

Hello! I'm Ann, and I specialize in digital marketing and branding for the hospitality industry. I have over 10 years of experience in the hospitality business and am currently a Marketing Manager in Koh Samui. I understand both boutique and chain hotels, which has given me valuable insights into how different types of hotels operate. Now based in beautiful Samui, I work remotely with clients in Phuket, Samui, and Southern Thailand. My deep knowledge of the hospitality world, combined with a creative approach, enables me to develop effective marketing strategies that truly connect with audiences and drive growth. When you choose to work with me, you're partnering with someone dedicated to boosting your brand and delivering real results.

MY EXPERIENCE

Branding & Digital Marketing

Koh Samui - Hua Hin

2016- 2023

Hotel Marketing Manager

Koh Samui

2023- Present



My Services

- **Digital Marketing, Content Strategy & Social Media Management:** Developing tailored marketing plans to improve your online presence, tell your brand story across various platforms, boost engagement, and build a loyal community.
- **Graphic Design:** Creating visual graphics that reflect your brand's identity and attract customers.
- **Content Creation:** Producing high-quality photos and videos optimized for social media, advertisements, and marketing campaigns.

See more



DIGITAL MARKETING, CONTENT STRATEGY & SOCIAL MEDIA MANAGEMENT



GRAPHIC DESIGN

Adobe, Canva

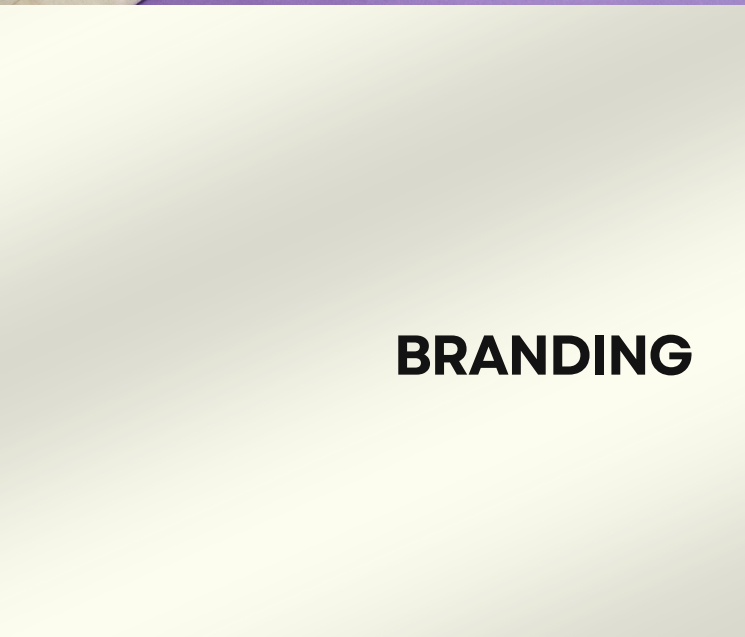


CONTENT CREATION





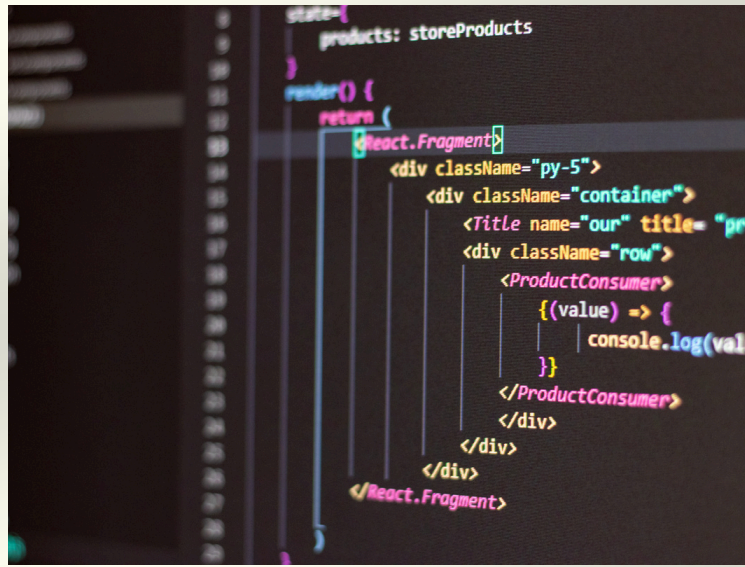
ADVERTISING CAMPAIGNS



BRANDING



WEBSITE CONTENT MANAGEMENT



My Services

- **Advertising Campaigns:** Planning and managing targeted advertising efforts to deliver measurable results and reach your ideal audience.
- **Branding:** Building and revitalizing your brand identity to ensure it's memorable and consistent.
- **Website Content Management:** Updating and maintaining your website and partner platform content for a cohesive brand experience.



Content Creation

Client Information : Cabanas Koh Samui

Year : 2024

Video & Photoshoot

Planning and executing professional photos and videos based on the business's needs. The process includes discussing goals and target audiences, then organizing shoots to produce high-quality visuals. These images and videos are edited and kept in stock for easy use in future promotions, marketing campaigns, or social media updates.





Content Creation

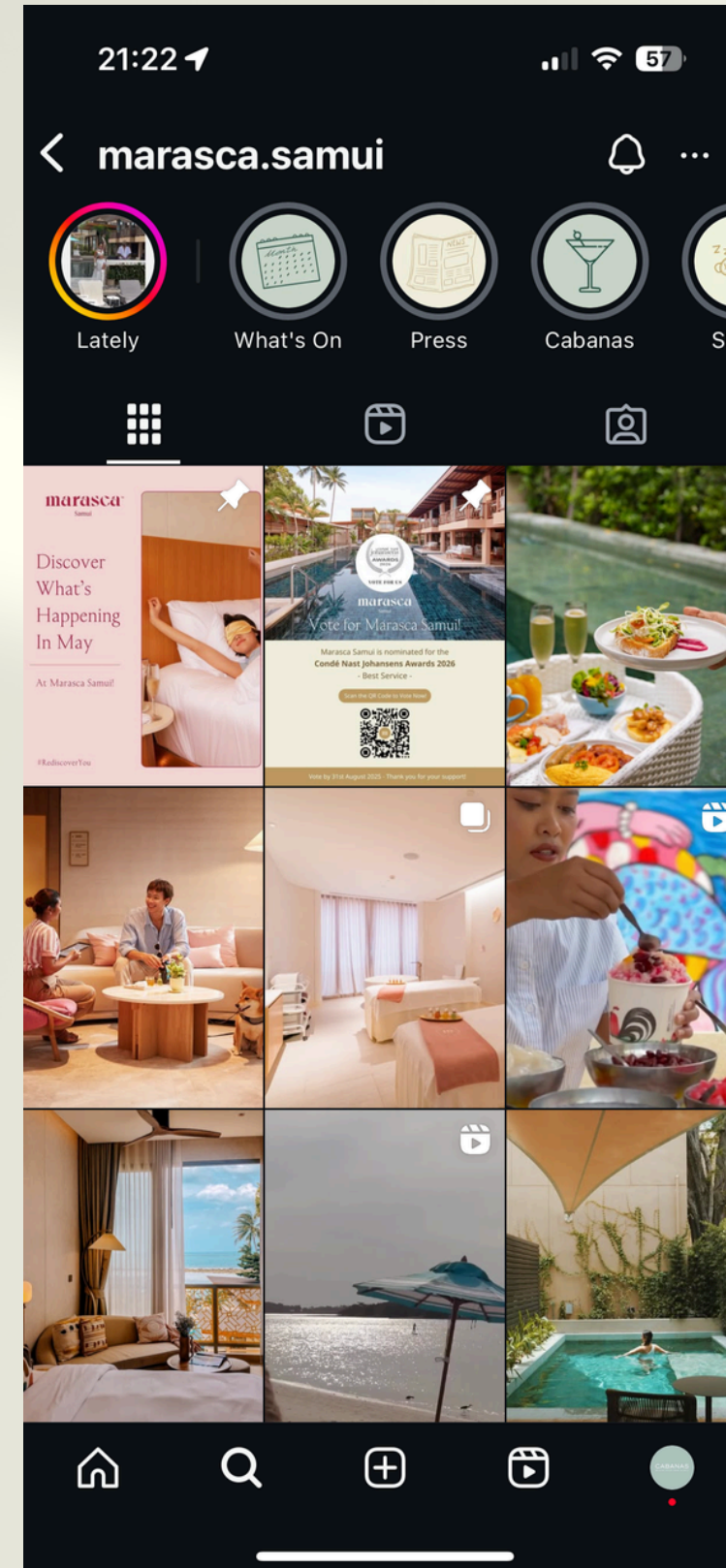
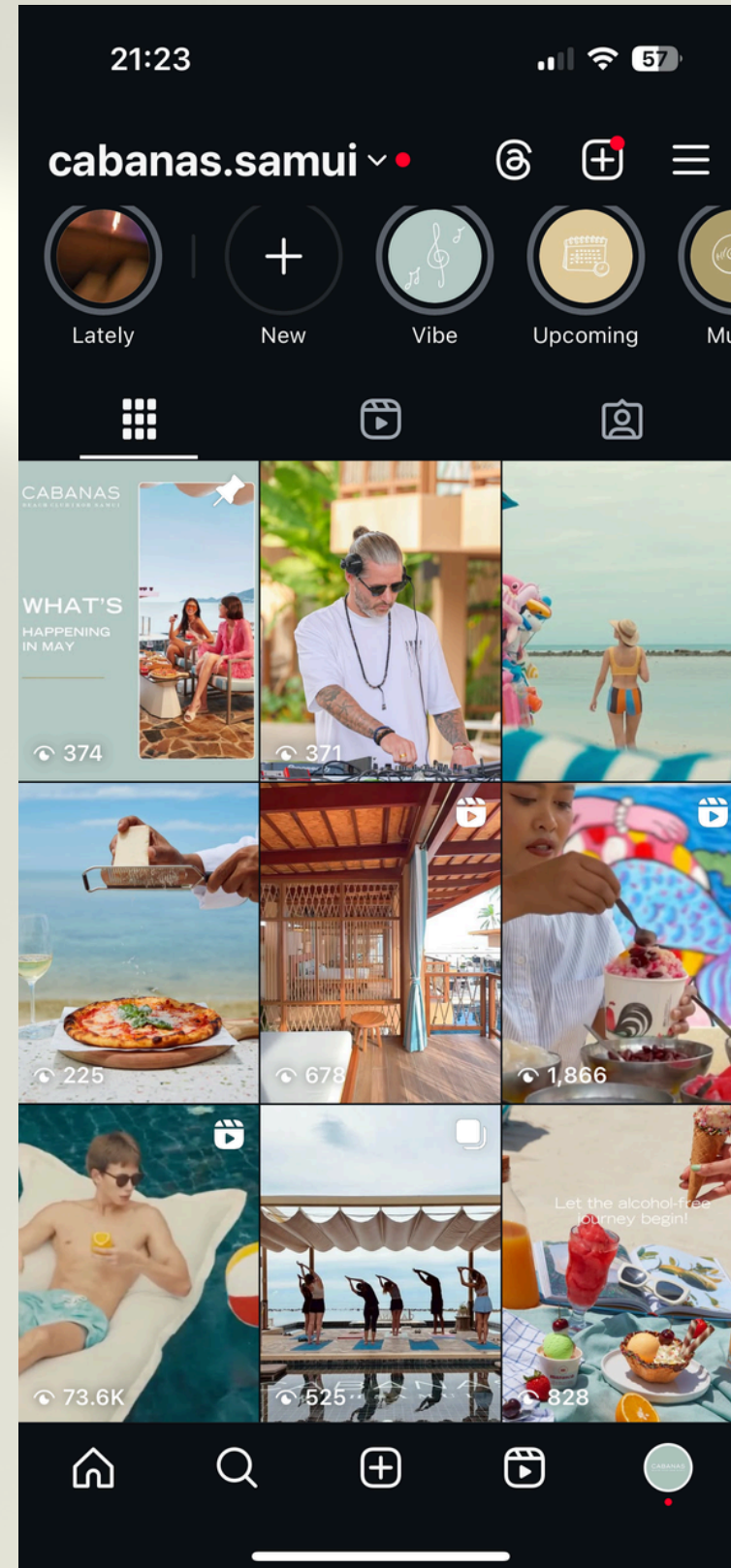
Client Information : Cabanas Koh Samui

Year : 2024

Video Editing for Social Media

Creating engaging videos tailored for platforms like Instagram, such as showreels, event highlights, or promotional clips. Whether it's showcasing a beach club, promoting an event or party, or highlighting your venue's atmosphere, the edited videos are designed to attract attention and boost engagement. The process includes selecting the best footage, adding music, effects, and captions to make the content stand out and effectively promote your business.

Content Strategy & Social Media Management



Client Information

Marasca Samui & Cabanas Koh Samui

Year 2024

Developing a tailored plan to tell the business's story and connect with its audience across social media platforms. This includes planning content themes, scheduling posts, and engaging with followers to build a loyal community. Consistent and strategic management helps increase visibility, boost interaction, and keep the brand top of mind for customers.

Graphic Design

Client Information
Cabanas Beach Club

Year
2024

Creating visually appealing and professional designs that reflect the business's brand identity. From logos and banners to menus and promotional materials, each design is crafted to attract attention and communicate your message clearly. The goal is to produce eye-catching visuals that help promote the business effectively across all platforms.



"Share a photo or video of your experience at Cabanas on Instagram and tag @cabanas.samui to receive a 20% discount on the Khao Niew Mamuang cocktail"



Contact Ann!

E-mail : hinche9dsign@gmail.com

Tel/WhatsApp /Line : +66 (0)95257 3727