

Padcha Uarisakul

Brand steward and inquiry-driven thinker with over a decade of experience in brand marketing and communications. Expertise in analyzing and devising innovative solutions, forging long-term partnerships, and navigating global, matrixed organizations with agility and cross-functional collaboration.

Experience

2017 - Present | Contract Brand Marketing & Communications Consultant

Partner with founders and entrepreneurs to craft compelling narratives, shape brand identities, and develop impactful pitches for early-stage brands and products, resulting in \$10M+ total funding secured.

2015 - 2017 | The Walt Disney Company, Pixar Manager, Licensing & Brand Partnerships

- Defined and implemented comprehensive business strategies for Pixar IPs.
- Identified and capitalized on new business, co-branding, and revenue opportunities, which generated \$1M in earned revenue (\$14M wholesale).
- Analyzed business performance and collaborated with Finance to ensure alignment across revenue goals through detailed quarterly forecasting.

2013 - 2015 | The Walt Disney Company, Pixar Asst. Manager, Global Brand Development & Marketing

- Collaborated with Director to create brand strategy, consumer direction, and strategic partnerships.
- Teamed with PR on marketing initiatives to drive awareness and growth.
- Spearheaded development of assets and collateral, including global pitch kits, sizzles, and brand/style guides.
- Served as brand steward and studio presenter.

Experience (continued)

2011 - 2013 | The Walt Disney Company, Consumer Products Associate, Brand Communications

Managed, created, and communicated vital business updates to the global consumer products segment and external partners for Disney, Pixar, Marvel, and Star Wars franchises.

2010 - 2011 | NextClient Account Manager

Directed all accounts-related projects, including developing project briefs, securing approvals, and maintaining regular communication with internal teams to ensure timely, within budget, and on-brief deliverables.

Education

M.A., Marketing Communications
University of Southern California, 2009

B.A., Communications/Advertising
California State University, Fullerton, 2007

Technical Skills

Microsoft - PowerPoint, Excel, Word, SharePoint
iWork - Keynote, Numbers, Pages
Google Workspace - Slides, Docs, Sheets
Adobe Creative - InDesign, Photoshop
Project Management - Asana, Basecamp, Monday
Other - Slack, Salesforce, Foleon, Figma, Prezi