



Sam Nathapong is a writer and lifestyle journalists who corresponds and writes marketing content for startup businesses in Asia, television and B2B publications in Europe.

In 2014, Sam graduated with a degree in architecture but he decided to pursue his passion for writing; spending the last ten years mastering the art of creative writing.

He published his first novel when he was seventeen and became a lifestyle journalist for a popular weekly English magazine in Bangkok. He constantly monitors global trends and creates writing that is vivid, nostalgic and full of cultural insights that capture human emotions.

He initiates and conducts interviews with high profile public figures from a wide range of professions including Charamporn Jotikasthira (Thai Airways International CEO), Tony Ja (Actor) and Pop Mhan (DC Comic Illustrator).

His excellence in the digital copywriting field led Sam into the content marketing world where he uses his talent and creativity to produce sensational content for brands, magazines and newspapers.

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