

Jenjira Sonlee

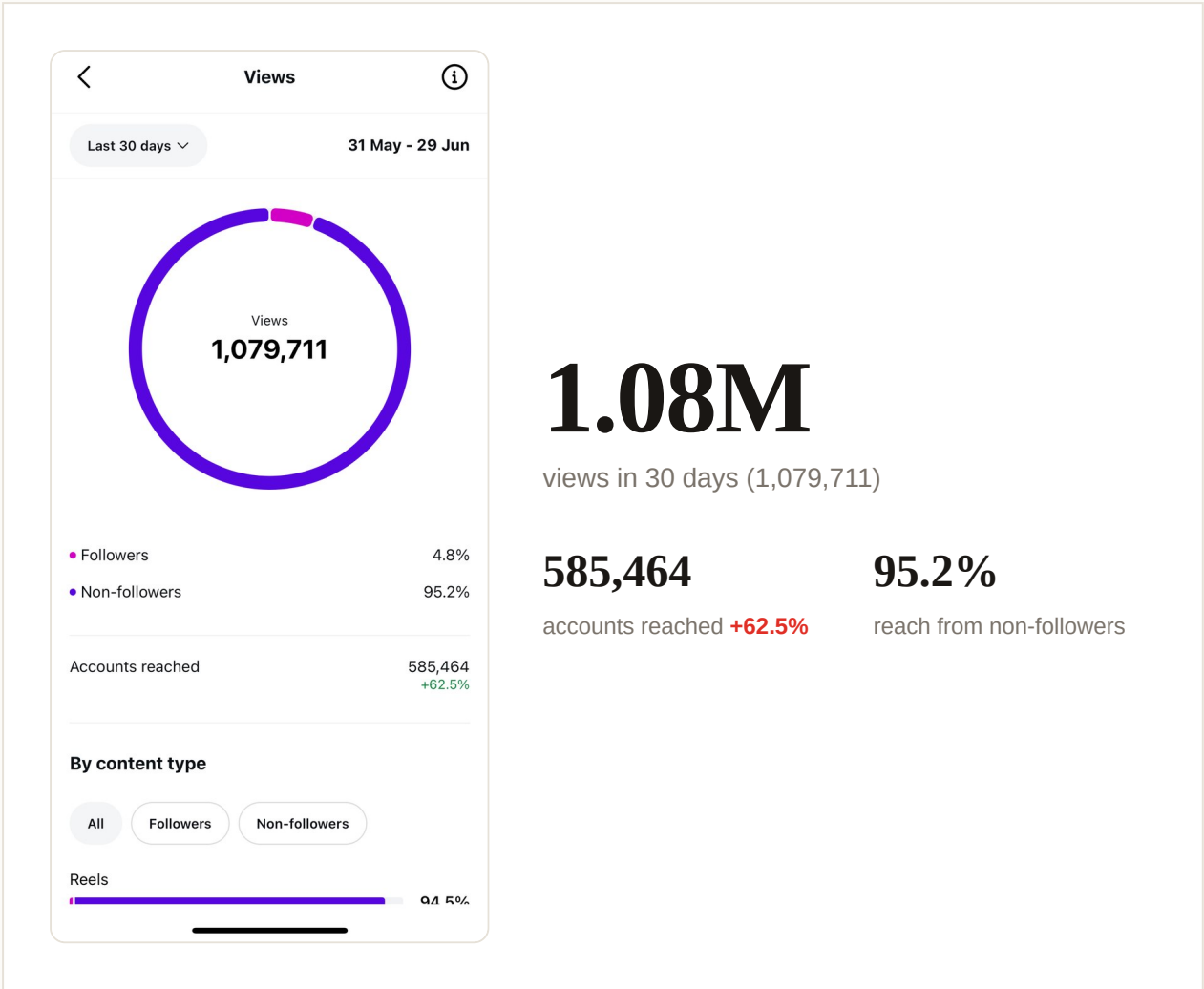
Content Creator · Bilingual Thai / English short-form video

@nookkiozang

Instagram · TikTok

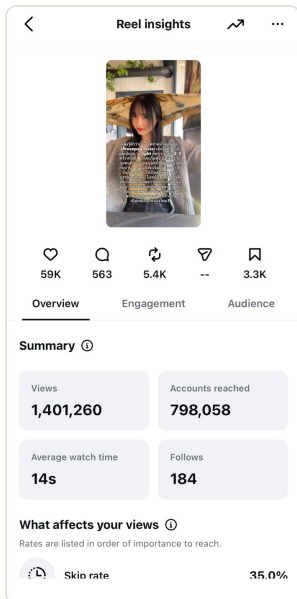
A selection of my personal content with native platform analytics. My audience is primarily Thai, so most content is written in Thai. All reach is organic, with no paid promotion. Tap “Watch” on any piece to view it.

REACH - LAST 30 DAYS · INSTAGRAM · 31 MAY-29 JUN



INSTAGRAM - STORYTELLING ON STUDYING & LIVING ABROAD

My more considered work: personal essays and explainers about study, life abroad, and psychology.



INSTAGRAM REEL

Living with face blindness - personal story

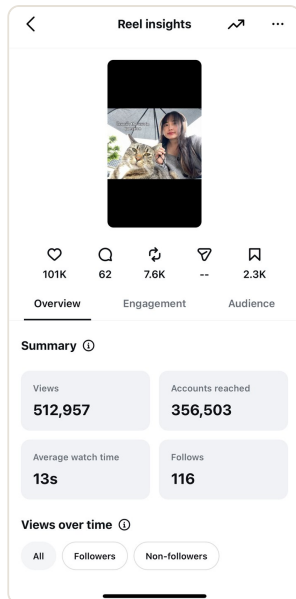
1,401,260 views

59K likes · 5.4K shares · 3.3K saves

WHY IT WORKED

Relatable and a universal problem. Long on-screen text makes people stop scrolling to read, and a comment CTA drove engagement.

▶ Watch



INSTAGRAM REEL

The cat that chose me - storytelling

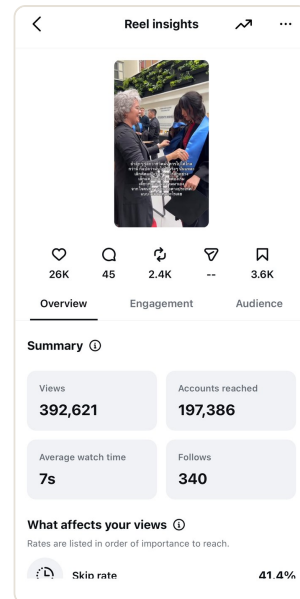
512,957 views

101K likes · 7.6K shares · 2.3K saves

WHY IT WORKED

Wide-appeal niche (a cute cat) plus storytelling. Short at around 20s so it is easy to rewatch, with unexpected moments and raw, real photos.

▶ Watch



INSTAGRAM REEL

Studying abroad - chasing the dream

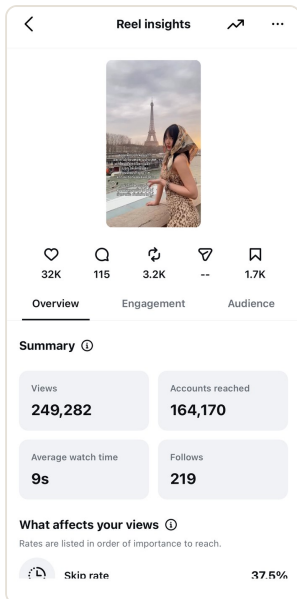
392,621 views

26K likes · 2.4K shares · 3.6K saves

WHY IT WORKED

Positive and future-oriented (if I can do it, you can too). Relatable, with long text to stop the scroll and high-quality back-camera footage.

▶ Watch



INSTAGRAM REEL

Chasing a dream - Paris

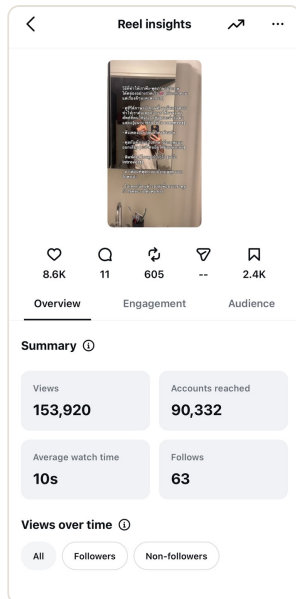
249,282 views

32K likes · 3.2K shares · 1.7K saves

WHY IT WORKED

Aspirational and relatable, with long text to hold attention, high-quality back-camera footage, and a beautiful Paris backdrop.

▶ Watch



INSTAGRAM REEL

How to learn English fast

153,920 views

8.6K likes · 605 shares · 2.4K saves

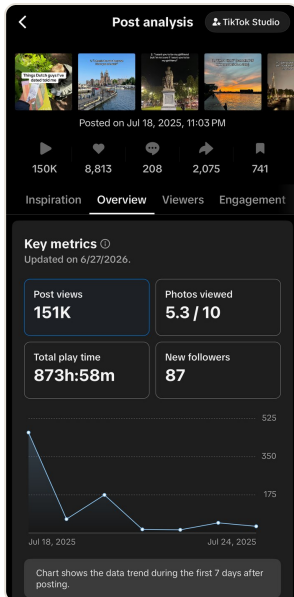
WHY IT WORKED

Long text plus genuine value (learning English). I optimised this one for saves, and it earned a much higher save rate than my other reels relative to reach.

▶ Watch

TIKTOK - LIFESTYLE & EVERYDAY MOMENTS

A lighter, more spontaneous side: humour, dating, and daily life as a Thai creator in the Netherlands.



TIKTOK

Things Dutch guys I've dated told me

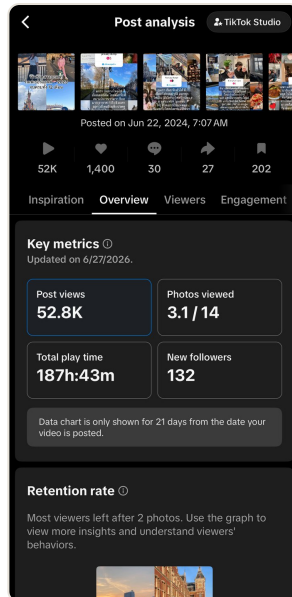
151K views

8.8K likes · 2,075 shares · 87 new followers

WHY IT WORKED

Funny and highly relatable for girls living in the Netherlands. Long text holds attention to the end.

► Watch



TIKTOK

A year as an au pair in the Netherlands (2023)

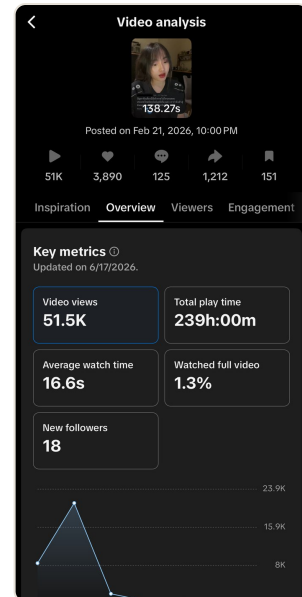
52.8K views

1,400 likes · 202 saves · 132 new followers

WHY IT WORKED

Authentic first-hand experience, and directly useful for my au pair niche.

► Watch



TIKTOK

A ghost population in Thailand is in crisis - funny talk

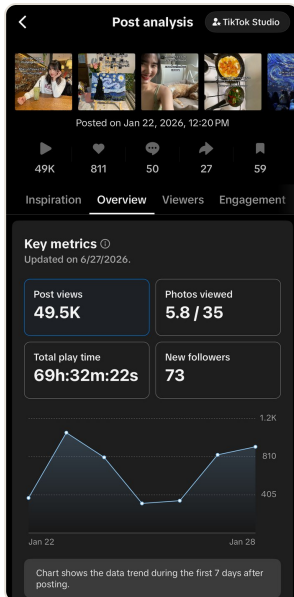
51.5K views

3,890 likes · 1,212 shares · 151 saves

WHY IT WORKED

Pure entertainment. It opens with a funny comment screenshot as the hook and is built to drive comments.

► Watch



TIKTOK

My life: 1 year studying in NL

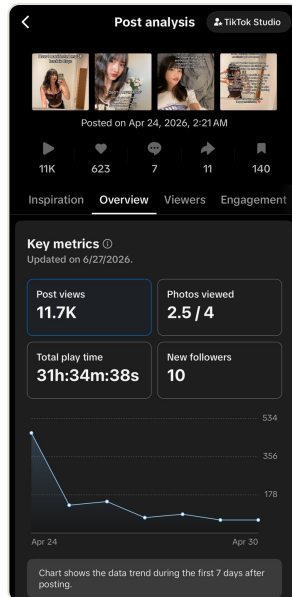
49.5K views

811 likes · 59 saves · 73 new followers

WHY IT WORKED

Real lived experience, useful for my study-abroad niche, with strong visuals.

► Watch



TIKTOK

How I manifested my person back - storytelling

11.7K views

623 likes · 140 saves · 10 new followers

WHY IT WORKED

Manifestation niche with a love and relationships angle, an evergreen topic that reliably pulls engagement.

► Watch

All figures from my own channels · ~59K Instagram · ~60K TikTok

Profile: [instagram.com/nookkiozang](https://www.instagram.com/nookkiozang)