

CAROLINE THOMAS

STRATEGIST ✨

✉️ CAROLINE.ANN.THOMAS7@GMAIL.COM

📱 630.815.4043

👍👤🌟 [LINKEDIN](#) | [PORTFOLIO](#)

WORK EXPERIENCE

STRATEGY INTERN – LEO NY CLIENT = CITI

June 2025 – August 2025

Operated as a Junior Strategist on the Leo NY Citi team, contributing to competitive analyses, cultural research, deck development, internal presentations, brief writing, and focus group observation.

GRADUATE ASSISTANT – VCU BUSINESS

August 2024 – Present

Support the Associate Dean of Strategic Affairs by coordinating strategic plan tasks and benchmarks across stakeholders, producing the Research Excellence Spotlight newsletter, and serving as a liaison between the Marketing Communications department and the Dean's Office.

SENIOR ACCOUNT MANAGER – EAB

July 2022 – August 2024

Partnered with cross-functional teams (copywriters, art directors, and web designers) to develop and execute email marketing campaigns reaching up to 500,000 students, analyzing performance data and delivering strategic insights to executive-level stakeholders at partner schools.

"Caroline jumped in quickly and picked up without missing a beat, establishing herself as an invaluable asset to her team and partners. With her Strategic Leader out on maternity leave this fall, Caroline rose to the occasion and led her partners through timely analysis and strategic campaign decisions."

–Andrew Rowe, Associate Director of Account Management

EDUCATION

VCU BRANDCENTER 2024 – 2026

Master of Science (M.S.) Business/Branding
Concentration: Strategy
GPA: 3.8

UNIVERSITY OF RICHMOND 2016 – 2020

Bachelor of Science Business Administration
Concentration: Marketing
Minor: Leadership Studies
GPA: 3.5, Cum Laude

ASK ME ABOUT

- [My passion project](#)
- My 2026 Goodreads goal
- Spontaneous trips I've taken
- My ideal Saturday morning
- The first hockey game I ever went to
- The time I was in a Superman movie (I'm not joking)

SKILLS AND TOOLS

✨SKILLS

Competitive & Industry Analysis
Comms Planning
Creative Brief Writing
Social Listening
Creative Research Methodologies
Social Media Strategy and Management
Public Speaking

✨TOOLS

MRI Simmons
Talkwalker
Figma
AI – ChatGPT, Perplexity, Gemini, Luma
Canva
Microsoft
Google Suite