

CAROLINE THOMAS

STRATEGIST ✱



THOMASC25@VCU.EDU



630.815.4043



[LINKEDIN](#) | [PORTFOLIO](#)

WORK EXPERIENCE

SOCIAL MEDIA MANAGER – THE HOT YOGA BARRE

January 2025 – Present

- Manage the Instagram page for a local fitness studio which includes creating a weekly content calendar and posting stories, reels, and static posts
- Developed a strategic social media plan in collaboration with the owner based on data and analytics

RESEARCH ASSISTANT – RVA VIEWS

August 2024 – Present

- Conduct market research via surveys, focus groups, and various secondary practices
- Assist in the creation, distribution, and analysis of the annual survey that draws responses from over 1,000 central Virginians

SENIOR ACCOUNT MANAGER – EAB

July 2022 – August 2024

- Collaborated with cross-functional teams (copywriters, art directors, and web designers) to ensure timely campaign execution with a reach of up to 500,000
- Shared data analysis and strategic insights to executive partners

LEAD TEACHER – KIPP DC

July 2020 – July 2022

- Applied data-driven research to track student performance, by identifying trends to optimize outcomes and improve teaching strategies
- Promoted to lead teacher after achieving a 3.9/4.0 performance rating in first-year reviews

EDUCATION

VCU BRANDCENTER

2024 – 2026

Master of Science (M.S.) Business/Branding
Concentration: Strategy
GPA: 4.0

UNIVERSITY OF RICHMOND

2016 – 2020

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

THE GOOD STUFF

When I'm OOO you can find me...

Teaching & taking heated workout classes

Sipping on an iced latte & reading a good book

Exploring my city

Hanging out with my friends' dogs

MY SKILLS AND TOOLS

✱ CREATIVE BRIEFS

✱ BRAND STRATEGY & POSITIONING

✱ QUALITATIVE & QUANTITATIVE RESEARCH

✱ COMPETITOR & INDUSTRY AUDITS

✱ MRI SIMMONS

✱ MICROSOFT SUITE

✱ COMMS PLANNING

✱ PROJECT MANAGEMENT