

# CAROLINE THOMAS

STRATEGIST ✨

✉️ THOMASC25@VCU.EDU

📱 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