

Jacqueline Thomas

CONTACT

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(503)-781-4224

New York, NY

SKILLS

Social Media Management

Content Creation (Static/Video)

Copywriting/editing

Adobe Creative Suite

Talent Coordination & Comms

Google/Microsoft Suite

Sprout Social

Social Reporting

Data Analysis

Tap Dancing (both literally and metaphorically...)

EDUCATION

University of Oregon,

Class of 2014

Bachelor of Arts Degree in

Journalism: Advertising

BRANDS I'VE

WORKED WITH

HBO Max / WB Discovery

NBC Universal

Amazon Prime Video

Dear Evan Hansen

Wicked on Broadway

Mean Girls the Musical

Tina: the Tina Turner Musical

No Kid Hungry

FUN FACT!

In 2020, I dedicated a month of my time to creating viral content on my personal TikTok channel. [Dan Levy was a fan.](#)

EXPERIENCE

DIGITAL MEDIA MANAGEMENT

Senior Social Media Content Producer

May 2022 - March 2024

- Plan, produce and execute social media campaigns for assigned television shows and films, with a focus on activating talent
- Create and implement expert social media strategy for popular entertainment titles, talent clients and brands
- Brainstorm, capture, creative direct, and produce social media content with talent IRL and virtually
- Actively maintain an understanding of social media platforms and best practices to assist in ideating innovative, first-to-market social creative and activations that achieve client KPIs
- Understand goals and objectives while anticipating client/talent needs, and overseeing all facets of campaigns from start to finish
- Create and distribute social media toolkits and plan social support for titles with talent
- Directly communicate with clients, talent, and their representatives regularly
- Build strong relationships quickly and work seamlessly with various personalities
- Monthly social reporting, analytics, and optimization
- Oversee, mentor, and guide a Junior Manager
- Collaborate across internal and external teams and talent to assure seamless coordination and execution of campaign initiatives

SITUATION INTERACTIVE

Senior Social Media Manager

January 2020 - May 2022

- Strategically build monthly content calendars, write copy, and create assets (static and video) in respective brand voices to engage social and grow communities
- Manage Facebook, Twitter, Instagram, TikTok, YouTube, and Tumblr accounts for up to 10 Broadway clients at a time with a combined following of 4M+
- Work daily with Creative Directors and Account Leads

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FUN FACT #2!

At the start of 2017, I spent three months in Verona, Italy where I volunteered my time with the Juliet Club, answering letters from all over the world written to Juliet Capulet.

I answered over 250 letters of love, loss, and hope which inspired me to create works of fiction in my personal time, when I'm not creating content for major brands.

to create new social initiatives to increase engagement and growth across all platforms

- Collaborate monthly with Paid Media team to coordinate paid support for upcoming organic posts
- Maintain strong relationships with talent, clients, and digital communities to implement a steady stream of new content across all platforms
- Execute live event captures by building day-of timelines, ensuring action items for all involved parties, and seamlessly threading a social narrative based on final outcome
- Create and pitch custom content strategy to potential new clients, tailored to their brand and goals
- Analyze data for patterns of growth and engagement to maximize future impressions and engagements with organic posts
- Manage a team of Community Managers to coordinate daily posting schedules across all platforms
- Act as agency's social media liaison for external groups: platform partners, students and young professionals during agency recruitment opportunities

Community Manager

October 2018 - January 2020

- Provided customer service for up to 5 Broadway and 2 non-profit clients across Facebook, Twitter, Instagram, YouTube, and Tumblr
- Light copywriting and design work, as well as UGC sourcing
- Implemented agency's first TikTok account

BUZZFEED

Social Media Resident

May 2018 - September 2018

- Managed brand accounts with 7.6M+ combined followers, generating 800M+ impressions
- Created and pushed viral content through partnerships with the video, editorial, and celeb teams
- Tracked account growth and revenue to manage monetization
- Partnered with operations and data science teams to implement new social reach strategies

Research/Tester for Nifty Branded Content

May 2017 - May 2018

- Pre-Production: conducted background research in regards to materials, safety, ideas, and tests
- Production: assisted with setup and continuity
- Post-Production: provided and/or edited copy, research, and audio & video notes
- Contributed to video ideas that resulted in 500K+ combined shares and 73M+ views