

Jacqui Marie Thomas

SOCIAL MEDIA BRAND ANALYST & MARKETING CONSULTANT

www.jacquimariethomas.com | jacqui@jacquimariethomas.com

Contact

jacqui@jacquimariethomas.com

www.jacquimariethomas.com

(503)-781-4224

Denver, CO

Skills

Digital Marketing

Insight Analysis

Creative & Critical Thinking

Brand Strategy & Management

Collaboration

Copywriting / editing

Social Media Engagement

Content Creation (video / static)

Good Vibes

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

NCB Universal

Amazon Prime Video

Hulu

Netflix

WICKED on Broadway

Fun Fact!

In 2017, I spent three months in Verona, Italy volunteering with the Juliet Club, answering letters from all over the world.

Experience

JACQUI MARIE THOMAS FREELANCE MARKETING

Owner / Chief Operator

May 2024 - present

- Provides freelance marketing and content creation services across a variety of industries.
- Creates and curates unique brand-specific voice and campaigns that share a narrative to meet client goals.
- Analyzes digital footprints to establish room for growth and engagement opportunities for brands.
- **Currently Working With:**
 - Black Pearl on the Columbia, Washington state event venue
 - Surviving Tribal, a *Survivor* fan blog
- **Past Clients:**
 - CBS / Paramount, media company
 - Hunter McVey, 911-Nashville actor

DIGITAL MEDIA MANAGEMENT

Senior Social Media Content Producer

May 2022 - April 2024

- Created and implemented award-winning social media strategy for popular entertainment titles and talent clients.
- Developed written materials for brand strategy pitches, social initiative communications, reporting, and content based on gathered insights and previous campaign findings.
- Directly coordinated with clients, talent, and their representatives to leverage social initiatives.
- Planned, produced, and executed social media campaigns for assigned television shows and films.
- Brainstormed, captured, creative directed, and produced social media content with talent in real life and virtually.
- Actively maintained an understanding of social media platforms and best practices to assist in ideating innovative, first-to-market social creative and activations that achieved evolving client KPIs.
- Understood goals and objectives while anticipating client / talent needs, and overseeing all facets of campaigns.
- Created and distributed social media toolkits and planned social support for title with talent.
- Built strong relationships quickly and worked seamlessly with various personalities on camera and behind the scenes.



Jacqui Marie Thomas

SOCIAL MEDIA BRAND ANALYST & MARKETING CONSULTANT

www.jacquimariethomas.com | jacqui@jacquimariethomas.com

Contact

jacqui@jacquimariethomas.com

www.jacquimariethomas.com

(503)-781-4224

Denver, CO

Skills

Digital Marketing

Insight Analysis

Creative & Critical Thinking

Brand Strategy & Management

Collaboration

Copywriting / editing

Social Media Engagement

Content Creation (video / static)

Good Vibes

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

NCB Universal

Amazon Prime Video

Hulu

Netflix

WICKED on Broadway

Fun Fact!

In 2020, I dedicated a month to creating viral content on my personal TikTok channel, shared by big creators and Dan Levy.

- Monthly social reporting, analytics, and optimization
- Oversaw, mentored, and guided a Junior Producer.
- Collaborated across internal and external teams to assure seamless coordination and execution of campaign initiatives.

SITUATION INTERACTIVE

Senior Social Media Manager & Community Manager

October 2018 - May 2022

- Strategically built monthly content calendars, wrote copy, and created assets (static and video) in respective brand voices to engage and grow social media communities.
- Developed and updated brand strategy and voice based on evolving platforms and sales analysis insights.
- Created and pitched custom content strategy to potential new clients, tailored to their brand and goals.
- Managed Facebook, Twitter, Instagram, TikTok, YouTube, and Tumblr accounts for up to 10 Broadway clients at a time with a combined total following of more than 4 million users.
- Worked daily with Creative Directors and Account Leads to create new social initiatives to increase engagement and growth across all platforms.
- Collaborated monthly with Paid Media team to coordinate paid support for upcoming organic posts.
- Maintained strong relationships with talent, clients, and digital communities to implement a consistent stream of new content across all platforms.
- Executed 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.
- Analyzed data for patterns of growth and engagement to maximize future impressions and engagements through organic posts.
- Managed a team of Community Managers to coordinate daily posting schedules across all platforms.
- Provided customer service for up to 5 Broadway and 2 non-profit clients across Facebook, Twitter, Instagram, YouTube, and Tumblr.
- Implemented agency's first TikTok account.

BUZZFEED

Social Media Resident & Researcher for Nifty Branded Content

May 2017 - September 2018

- Managed brand accounts with 7.6M+ combined followers, generating 800M+ impressions by pushing viral content.

