

# LINNEA THOMAS

DIGITAL MARKETER  
AND CONTENT WRITER

[www.linneamthomas.com](http://www.linneamthomas.com)  
KINGSLAND, GA

## REACH ME AT:

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## SKILLS AND CERTIFICATIONS:

- Text editor
- Positive under pressure
- Creative, driven, and resourceful
- Project management and organization
- HubSpot Inbound Marketing and Content Marketing Certified
- Instagram, Facebook, Twitter, YouTube, and LinkedIn Advertising
- Brand voice development
- Social media planning

## SOFTWARE:

Wordpress, Drupal, Microsoft Office, Infogram, Carto, HubSpot, Trello, Canva, Google AdWords, Google Analytics, Adobe Creative Suite, iMovie, Audacity

## FREELANCE WORK:

### CONTENT PRODUCER

Hale Reservation | Westwood, MA  
January 2020 - April 2020

- Provided photos, captions, and hashtags for Instagram posts.
- Utilized a social media planning calendar for post review and editing.
- Collaborated with the director of marketing to create effective social media campaigns.

### WRITER

Her Campus and The Odyssey Online  
September 2015 - February 2017

- Proposed, researched, and wrote articles.
- Featured on the national Her Campus website for an op-ed.
- Promoted articles through personal social media accounts.

## PROFESSIONAL EXPERIENCE:

### FINANCIAL WRITER & EDITOR

Tiger Valuation Services, LLC | Boston, MA  
July 2018 - August 2019

Transformed data into clear written and visual reports to guide decision making regarding asset-based loans issued by banks to a variety of companies – including some of the nation's largest retail chains, food distributors, and consumer-goods manufacturers.

- Researched companies and industries using articles, industry reports, SEC filings, and other publicly available information.
- Edited reports for clarity, factual consistency, grammar, spelling, and style in a deadline-driven environment.

### COMMUNICATIONS ASSISTANT

College of Information and Computer Sciences  
Amherst, MA | September 2016 - May 2018

- Managed digital assets including photo, video, and audio content.
- Overhauled website to align with the UMass brand, enhancing website optimization and overall user experience.
- Built and managed social media initiatives to encourage community engagement.
- Brand development through the production of event promotions, displays, versatile logo types, and social media messaging.
- Authored and proofread content for the college's magazine and website.

### PRODUCTION INTERN

Northampton Community Television | Northampton, MA  
December 2015 - May 2016

- Collaborated with community leaders to produce written and video content for public access television and the associated blog.
- Researched local stories and conducted interviews.
- Edited digital content.

## ACADEMIC BACKGROUND:

### UNIVERSITY OF FLORIDA

M.A. Digital Marketing & Strategy | 4.0 GPA  
August 2020

### UNIVERSITY OF MASSACHUSETTS AMHERST

B.A. Journalism