

# LINNEA THOMAS

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## PROFESSIONAL SKILLS

- Writing and editing for web, social, and print
- Editorial calendar and content management
- Internal communications and engagement
- Digital reputation and social media management
- Creative, high-energy, driven, and resourceful
- Project management and organization

## TECHNICAL SKILLS

- WordPress
  - HubSpot
  - Klaviyo
  - Emma
  - Hootsuite
  - Asana
  - Microsoft Office
  - Adobe Creative Suite
  - Google Ads & Analytics
  - SurveyMonkey
  - Qualtrics
  - Canva
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## EDUCATION

### M.A. | Digital Marketing & Strategy

University of Florida  
2019 - 2020

### B.A. | Journalism

University of Massachusetts, Amherst  
2015 - 2018

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## WORK EXPERIENCE

### Turner Pest Control | Orlando, FL

2021 - Present

#### Senior Marketing Specialist

- Creates SEO-optimized blog content for the website and manages any vendor assistance on SEO efforts.
- Responsible for all B2C emails with a mailing list of over 85K.
- Manages all social media platforms' organic and paid content and provides data analysis.
- Oversees Google Local Service Ads for all branches, managing a monthly budget of up to \$50K.

#### Marketing Coordinator

- Content development and distribution across social media.
- Tracked and mitigated ongoing issues affecting the company's reputation, including conducting consumer outreach initiatives and writing internal communications for the senior leadership team.
- Analyzed the social media strategy, implemented improvements, and provided weekly reports to the VP of marketing.

### WideEye Video Surveillance | Jacksonville, FL

2020 - 2021

#### Manager of Partnerships

- Managed the day-to-day service needs of the company's B2B customer base.
- Created a company branding guide and implemented processes for collateral approval.
- Distributed B2B email campaigns, creating video and written content for each campaign.
- Handled all crisis communications and PR concerns.

### Tiger Valuation Services | Boston, MA

2018 - 2019

#### Writer & Editor

- Transformed data and complex, industry-specific information into easily consumable communications.
- Edited reports for clarity, factual consistency, grammar, spelling, and style while managing multiple deadlines in a fast-paced environment.
- Collaborated with management, financial analysts, and fellow writers and implemented feedback.