



LAURA THOMAS

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SKILLS

 InDesign	 Premiere Pro	 Wordpress
 Illustrator	 Audition	 HTML
 Photoshop	 Lightroom	 CSS

WORK

Broome Associates

Project Coordinator, 4 years

Creating and executing marketing strategy, budget, and campaigns
Writing, designing, and tracking content for website, blog, social media, and email
Scripting, directing, recording, and producing marketing videos
Innovating agency processes with the use of technology
Planning, organizing, and marketing agency events
Coordinating and tracking agency sponsorships

American Society of Composers, Authors and Publishers (ASCAP)

Marketing and PR Intern, 1 semester

Edited, compressed, and uploaded, and managed videos for YouTube channel
Interviewed songwriter and wrote article for *Playback* magazine
Co-wrote press releases with the Editor of *Playback*
Assisted writing and editing a major songwriter bio for the Rhythm & Soul Awards

Solar Decathlon Europe 2014 Team Réciprocité

Social Media Coordinator, 2 semesters

Maintained and updated social media profiles for a unified online presence
Educated dignitaries, University administrators, and potential donors
Conducted interviews with sponsors and composed sponsorship write-ups
Developed creative solutions for promotions and marketing as part of a team

CRED

Appalachian State University

Graduated *cum laude*

B.S. Communication Studies + B.S. Multidisciplinary History

American Marketing Association

Professional Certified Marketer in Digital Marketing