

Kimberly L. Thomas

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Education

University of West Alabama (UWA)

Master of Arts, Integrated Marketing Communication (expected, May 2023)

Alabama State University (ASU)

Bachelor of Science, Marketing

- GPA: 3.493
- Academic Excellence Scholarship Recipient

Wallace Community College Selma (WCCS)

Associate of Science, General Business

- GPA: 3.606

Marketing & Social Media Experiences

Guest Relations Agent, Brightline Trains Management LLC

Boca Raton, FL, January 2023—Present

- Greet guests warmly and genuinely, initiating friendly conversations.
- Stay alert and address any concerns before they intensify.
- Respond to inquiries about tickets and reservations.
- Manage transactions such as credits, cancellations, and bookings.
- Proactively identify guest requirements and offer information on each station.
- Offer support at kiosks when necessary.

Crowdfunding Campaign Manager, *Long-Term Investment* short film

Miami, Florida, October 2022 – December 2022

- Effectively oversaw Kickstarter campaign, social media presence, and email marketing efforts.
- Exceeded target of \$2,500 within three weeks, funding 25% of the short film's budget.

A-Team Member, Miami Heat (Part-Time) Miami, Florida, May 2022 – November 2022

- Was a highly visible expert on the Miami HEAT App.
- Handled mobile entry, ticketing, and wallet sign-up before games.
- Executed marketing, sales, and user engagement campaigns.
- Developed post-event reports to assess the achievement of key objectives.
- Assisted with FTX Arena events during the postseason.

Customer Service Representative, The HBCU Store (Full-Time)

Montgomery, AL, October 2021 – December 2021

- Utilized the TikTok platform to promote Greek lettered and HBCU merchandise.
- Processed customer transactions involving cash, credit, and debit.
- Packaged items and bagged purchases.
- Ensured a clean and organized workspace.

- Gathered customer information and entered it into the customer database.
- Addressed customer complaints and offered effective resolutions.

Quality Enhancement Plan Ambassador (Part-Time 20 hours per week), Alabama State University, Office of Institutional Effectiveness, Montgomery, AL, August 2019—May 2021
 Student Ambassador for Alabama State University’s Quality Enhancement Plan, *A Journey to Success in the First-Year Experience (SACSCOC Requirement)*. *Communicated with first generation students to promote increased engagement and retention using Facebook, Twitter, Instagram, phone campaigns, and social events.*

- Chaired Student Sub-Committee for virtual institutional QEP Kickoff.
- Selected to represent and present information on institution’s QEP during its SACSCOC 2020 Reaffirmation Virtual On-Site visit. Met with reviewers to discuss student perceptions, learning experiences and QEP implementation as it relates to standards (student support services, quality enhancement plan, and continuous improvement).
- Assisted with the development and implementation of QEP events and projects with a team- driven and energetic attitude.
- Assisted QEP/Assessment Specialist with special projects, research, and social media.
- Developed content to communicate with first-year students using email and social media apps (2-3 posts per week).
- Monitored threads, direct messages, comments, and growth of page to engage awareness of QEP and impact of efforts.
 - Connected students to campus resources.
- Attended numerous events for first-year students to represent QEP.

Marketing Assistant (Part-Time), Alabama State University, Division of Marketing and Strategic Communications, Montgomery, Alabama, July 2021---September 2021

- Provided the VP of Marketing and Strategic Communications at Alabama State University with assistance and support on special projects.
- Coordinated projects and events involving logistics, script writing, and public relations between the University and ESPN.
- Assisted in coordinating social media posts and campaigns on University’s platforms.
- Attended special events to interview participants for content creation and posted on social media.

Special Marketing Projects Chosen to Represent University

September 2021

ASU Today Magazine

- Selected to be on the front page of ASU’s official campus magazine.

March 2021

“Choose ASU” Campaign

- Selected to participate in the “Choose ASU” Campaign by using vocal ability to show excitement on local radio stations and encourage potential students to attend Alabama State University and promote University growth.

August 2020

“Stay Aware. State Safe. Stay Hornet Strong.” Promotion

- Selected to participate in COVID-19 Mask Campaign. Posters were created with my

- image to inspire students to stay safe and adhere to University COVID guidelines.
- Displayed in areas with heavy student traffic, university website, bulletin boards, and billboards.

September 2020

Alabama State University Virtual Campus Tour

- Selected to give a virtual tour to represent the university, increase student enrollment, and bring awareness to the campus using enthusiastic energy to give campus history.
- Video displayed on the university's website and YouTube with over 10,000 streams.

Volunteer Experiences

June 2020—Present

American Red Cross, Montgomery, AL and Miami, FL
(Blood Donor Screener and Ambassador)

Nov. 2020—Jan. 2021

Metropolitan United Methodist Church, Montgomery, AL
Packaged food for over 500 families.

Nov. 2020—Jan. 2021

Grace Community Church, Montgomery, AL
Packaged food for over 1,600 families.

Oct. 2020—May 2021

Rollin to the Polls, Assisted voter registrations and provided voting information, packaged personal protective equipment, and coordinated transportation services.

National Memberships

- 2021—Present, Delta Sigma Theta Sorority, Incorporated
- 2020—Present, Phi Beta Lambda (FBLA-PBL)
- 2020—Present, National Society of Leadership and Success
- (NSLS) 2018—Present, Phi Theta Kappa Honor Society
- 2019—2021, Collegiate 100

2010-2017 Study Abroad Experiences

Traveled extensively across the provinces of eastern Canada and the United Kingdom (Ireland, Scotland, Wales, and England) to study abroad with the People-to-People Student Ambassador Program. Additionally, traveled to over twenty (20) Caribbean Islands to conduct mission work.

Certification & Technology Experience

- Social Media Marketing (HubSpot Academy) Certification
- Hootsuite Platform Training
- Google Analytics Certification
- Experience with Adobe Photoshop, InDesign, and Illustrator
- Expert User of Canva
- Excel 2016 Certification
- Proficient in Word, PowerPoint, and Publisher