

AMELIA THOMAS

CONTENT STRATEGIST & CREATIVE MARKETING LEAD



PROFESSIONAL SUMMARY

Creative marketing professional with 6 years of experience spanning copywriting, content strategy, branding, editorial design, social media marketing, and photography. Experienced in translating business objectives into compelling brand narratives across websites, email marketing, campaigns, and digital content. Passionate about building thoughtful brands that connect strategy with creativity, blending visual storytelling with clear messaging. Outside of marketing, certified yoga instructor with 3 years of experience curating and leading wellness events and immersive community experiences.



PROFESSIONAL EXPERIENCE

COTO Collective

Content Director | March 2025 – Present

- Lead content strategy and brand messaging across a portfolio of client accounts, translating business objectives into compelling websites, campaigns, email marketing, and sales collateral.
- Own website content architecture and messaging systems, developing sitemaps, page strategy, brand positioning, audience messaging, and customer journeys.
- Partner cross-functionally with strategy, design, development, SEO, CRM, and operations teams to deliver integrated marketing initiatives from concept through launch.
- Build scalable AI-assisted content workflows that improve copy quality, production efficiency, and consistency across client deliverables.
- Support marketing and brand development for clients including Pure Light, Rejuvatek / inkOUT, LensLock, i-NETT, and COTO Collective.
- Manage social media accounts and strategies for all clients.

Freelance Creative Consultant

Graphic Designer | Brand Manager | Social Media Manager January 2023 – Present

- Develop complete brand identities, visual systems, and marketing assets for businesses across wellness, hospitality, retail, and lifestyle industries.
- Design and execute project material including website, packaging, apparel, presentations, social campaigns, and email marketing.
- Produce photography, video, and short-form content optimized for social media platforms.
- Build social media strategies, content calendars, and brand voice systems to increase audience engagement and consistency.
- Consult with clients on brand positioning, creative direction, and marketing strategy.

Éclat Public Relations

Graphic Designer | Social Media Coordinator April 2022 – January 2023

- Designed digital marketing assets including newsletters, media kits, proposals, presentations, social campaigns, and promotional materials.
- Develop social media strategies and managed content creation across multiple client accounts.
- Produced photography and videography for campaigns, events, and influencer activations.
- Maintained accounts through ongoing design and content updates.
- Managed influencer gifting campaigns and organized digital asset libraries.
- Utilized Adobe Creative Suite, Klaviyo, and Flodesk to support integrated marketing initiatives.



SKILLS

MARKETING & COPYWRITING

- Brand Strategy
- Copywriting
- Website Copy
- Editorial Design
- Email Marketing
- Content Strategy
- Messaging Frameworks
- Social Media Strategy
- Branding & Design
- Graphic Design
- Typography
- Packaging Design
- Photography
- Art Direction

AI & CREATIVE TOOLS

- ChatGPT
- Claude
- Gemini
- Adobe Firefly
- Midjourney
- AI Imaging Workflows
- AI Content Systems
- Adobe Creative Suite



EDUCATION

University of California, Los Angeles (UCLA) 2022

- BA in Communication Studies
- Minor in Entrepreneurship
- Minor in Digital Humanities



YOGA & COMMUNITY LEADERSHIP

Certified Yoga Instructor 2023 – Present

- Design and facilitate yoga classes, workshops, and wellness experiences for studios, festivals, and community events.
- Curate *Wicked Wellness* Events: immersive experiences integrating movement, mindfulness, music, and holistic wellness.
- Lead creative event production and community engagement initiatives to strengthen brand experience and audience connection.