

AMELIA THOMAS

ameliathomas4679@gmail.com
San Diego, CA

Dynamic UCLA graduate with 6 years experience as an in-house, agency and freelance social media manager, in addition to 5 years experience in graphic design. Specializing in distinctive & creative content, experimenting with abstract design techniques, and utilizing the true voice of a brand. Seeking to establish a Creative Design career in relation to holistic wellness, health and fitness, personal development, music festivals, and/or yoga & movement. Registered yoga teacher, specializing in vinyasa style.

[Click here for portfolio](#)

EXPERIENCE

Marketing Director / Social Media Manager / Graphic Designer

Wicked West

FEBRUARY 2024 - PRESENT

- Lead all marketing and brand initiatives, managing social media, website, and campaigns, resulting in a 3x increase in event bookings and social media growth.
- Strategically manage and expand Instagram, TikTok, & Facebook presence through high-quality content.
- Design static and animated graphics for promotions, events, and digital branding using Adobe Creative Suite, CapCut, and Canva.
- Capture and edit photography/videography for events, BTS content, and brand storytelling.
- Oversee and maintain company website via GoDaddy and Wix, ensuring a seamless user experience.
- Successfully coordinate and market monthly health and wellness events, fostering community engagement.
- Monitor, engage, and grow social media communities through proactive interaction and timely responses.
- Execute social media campaigns, contests, and promotions to drive engagement & brand awareness.
- Track and analyze key performance metrics (KPIs) to optimize strategies and improve results.
- Stay ahead of social media trends, ensuring innovative and impactful marketing efforts.

Social Media Manager / Graphic Designer / Photographer

Self Employed

JANUARY 2023 - PRESENT

- Developed and maintained brand identity and aesthetic across multiple accounts, ensuring strong presence.
- Designed internal and external assets, maintaining brand consistency across digital and print platforms.
- Created engaging illustrations and graphics for social media, websites, and email marketing campaigns.
- Strategically managed and grew social media (Instagram, TikTok, Facebook) through curated content.
- Led design and production of merchandise lines, brand packaging, and company signage.
- Scheduled / optimized social media content using Preview, Publer, and Hootsuite for maximum engagement.
- Captured and edited high-quality photography and video content, including reels and promotional materials.
- Utilized Adobe Creative Suite, CapCut, and Canva to produce static, animated, and video content.

Social Media Manager / Graphic Designer

Eclat Public Relations

APRIL 2022 - JANUARY 2023

- Collaborated with the Creative Director to develop and execute digital strategy aligned with company goals.
- Designed company assets, newsletters, and media kits, enhancing engagement and brand visibility.
- Doubled Instagram following from 10K to 20K through consistent engagement and strategic content.
- Managed and created content for seven social media accounts, driving brand awareness through reels, photos, and stories.
- Designed and maintained the company website, ensuring a seamless and engaging user experience.
- Led influencer collaborations and gifting campaigns to strengthen brand advocacy.
- Captured and produced high-quality photography and videography for digital campaigns.
- Utilized Adobe Creative Suite, Canva, and Klaviyo to create compelling visual assets.
- Streamlined digital asset organization, improving efficiency and accessibility.

AFFILIATIONS

Wicked Wellness - Health & Wellness Events in San Diego

Curating a successful series of monthly health and wellness events that consist of various yoga and movement classes, breathwork and meditation workshops, experiential art and product vendors, to ultimately bring like minded individuals together for a day of mindfulness, health, and community.

Terra Nova Constellation

Creative director and facilitator for a collective of healers, instructors, and entrepreneurs with the goal of curating transformative experiences & retreats that inspire profound restoration and personal growth, guiding each individual on a unique journey of self-discovery, to redefine wellness and alignment within one's life.

EDUCATION

UCLA

Los Angeles, CA

SEPTEMBER 2019 - MARCH 2022

Bachelors of Arts in Communication Studies, double minor in Entrepreneurship and Digital Humanities

UCLA Extension

Los Angeles, CA

SEPTEMBER 2023 - DECEMBER 2023

Certification for various Graphic Design courses, Motion Graphics, and AI for Creative Design and Development

TRILOGY SANCTUARY

San Diego, CA

FEBRUARY 2024 - MAY 2024

230 Hour Yoga Teacher Training
Vinyasa / Hatha style

SKILLS

- Adobe CC: Illustrator, Photoshop, InDesign, After Effects, Lightroom
- Content Creation & Editing
- Branding & Identity Design
- Midjourney, DALL-E, ChatGPT, Runway
- Canva, Capcut, Vids, Videoleap
- Design principles, layout, & typography
- Photography & Videography
- Reels Creation & Editing
- Social Media Campaigns & Analytics
- Email Marketing: Klaviyo & Flodesk
- Print Production
- Copywriting & Conversion
- Vinyasa Style Yoga
- Pranayama, Breath Excercises, Meditation
- Web Design
- Excellent Communication and Collaboration Skills
- Asana, Hootsuite, ClickUp
- Management & Leadership experience
- Great Collaborator

CONTACT

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