

Karen Thomas

Social Media

Recent marketing graduate with two internships running organic social for local hospitality brands. Confident in short-form video editing and comfortable turning around a Reel same-day.

Contact Information

-  (615) 555-0102
-  cole.whitaker@example.com
-  Nashville, TN 12345

Education

- B.S., Marketing, Belmont University, 2024

Key Skills

- TikTok, Instagram, Reels
- CapCut, Adobe Premiere Rush
- Canva
- Later scheduling
- Basic iPhone videography and lighting
- Caption writing
- Community direct message response

Professional Experience

SOCIAL MEDIA INTERN | COPPER KETTLE RESTAURANT GROUP, NASHVILLE, TN
SUMMER 2024

- Filmed and edited 3-4 TikToks per week for a four-location restaurant group, working directly with kitchen staff to catch prep and plating shots during lunch rush.
- Drafted captions and scheduled Instagram posts through Later, working from a monthly calendar the marketing manager approved on Fridays.
- Pulled a simple weekly report on reach, saves, and follower count and shared it in the Monday marketing standup.
- One TikTok on the fried chicken sandwich passed 214K views and drove a two-week reservation waitlist at the East Nashville location.

CONTENT ASSISTANT (PART-TIME) | THE BLUEBIRD BOUTIQUE, NASHVILLE, TN
2023 – 2024

- Shot flat-lay and on-model product photos for Instagram twice per week using an iPhone and a small ring light setup.
- Responded to Instagram DMs about sizing and availability during evening shifts, escalating anything order-related to the owner.
- Built a Canva template pack for weekly promo graphics that the owner still uses.