

ALLISON THOMAS

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EXPERIENCE

Freelance Editor & Copywriter | July 2023–Present

Create compelling copy across all marketing channels, including websites, email campaigns, annual impact reports, digital and print ads, and packaging. Ensure the accuracy and effectiveness of copy before it is published, incorporating data-driven marketing insights to align with the client's brand voice and tone.

Whole Foods Market | May 2008–June 2023

Senior Copywriter and Editor, Culinary Standards Manager | January 2019–June 2023

Global Marketing, Austin, Texas

- Create customer-centric content for key retail moments, including digital experiences, social channels, articles, in-store signage and the packaging redesign for our private label brands.
- Interpret briefs and consumer insights to write click-y long- and short-form content for website, email, social networks and paid media with an integrated customer experience in mind.
- Develop and write recipes for *Whole Foods Market* and *365 by Whole Foods Market* private label packaging.
- Ownership of recipe style guide and recipe content for our internal CMS platform.
- Ensure marketing content strategy—including photography and recipes—adhere to brand's tone while creating brand awareness and inspiration for our customers.
- Make data-driven decisions informed by build/measure/learn mindset, using Google Analytics, BrightEdge, SEO and social metrics.
- Liaise with Legal and Quality Standards teams to ensure content compliance with FDA and FTC.

Senior Program Manager, Prepared Foods, Bakery & Culinary | February 2018–January 2019

Global Marketing, Austin, Texas

- Single-threaded leader for planning and delivery of defined omnichannel programs in support of culinary teams.
- Owned strategy decisions and partnered with cross-functional stakeholders to grow sales and increase brand loyalty and awareness.
- Worked cross-functionally with partners in Operations, Consumer Insights, Merchandising and Technology to identify program opportunities, define strategy and plan execution.
- Developed annual plans for assigned programs and projects including financial targets, input and output goals, and required investment.

Associate Marketing Coordinator | June 2010–February 2018

Southwest Regional Offices, Austin, Texas

- Leadership of regional vendor programs, overseeing execution of global, regional and local marketing initiatives, product/brand launches, branding and digital engagement.
- Advocate for merchant teams' strategic and operational plans in support of seasonal themes and growth targets.
- Service and support of store and metro marketing teams in program execution, brand management, retail standards, community engagement and budget management.
- Supported 28 store openings in 11+ markets throughout Southwest region through campaign development, recipe content, brand positioning, guest activation and acquisition.
- 2016 Southwest Region All-Star Award

Marketing Team Leader | June 2009–June 2010

Tribeca Store, New York, New York

- Responsible for implementation of global, regional and store programs and initiatives.

(Whole Foods Market, cont'd.)

- Development of traffic-driving events targeted at increasing brand awareness and loyalty.
- Hired and mentored Demo Specialists to develop in-store theater through recipe strategy, effective and profitable demonstrations, and off-site marketing activations.
- Digital media content creation and metro-wide marketing event planning in conjunction with Manhattan team.
- Executed multiple in-store events and off-site sponsorships including but not limited to Let's Retake our Plates film series, Food and Wine Magazine, Food Network, City Harvest, Pride Parade, Lower East Side Ecology Center, the River Project and Taste of Tribeca.

Senior Resident Chef Instructor | May 2008–May 2009

Lamar Culinary Center, Austin, Texas

- Responsible for menu creation, recipe development and instruction for hands-on classes and demonstrations for both public and private events.
- Created bi-monthly cooking school calendar of classes based on seasonality, culinary trends and customer needs.
- Conducted cooking demonstrations for local television segments and community events.

EDUCATION

The Culinary Institute of America, Hyde Park, New York

Bachelor of Professional Studies in Culinary Arts Management; Valedictorian

The New School, New York, New York

Professional Food Styling Certificate

The University of Texas, Austin, Texas

Liberal Arts and Sciences Studies

COMMUNITY

Austin Diaper Bank volunteer

Austin Bakes volunteer/baker