

Rithika Thomas

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PROFESSIONAL SUMMARY

Dynamic marketing professional with a strong background in social media strategy, content creation, and brand promotion. Proven ability to develop engaging campaigns, enhance brand visibility, and drive audience engagement. Skilled in analysing market trends to create innovative strategies that resonate with diverse target audiences. Fluent in multiple languages with excellent communication and presentation skills.

WORK EXPERIENCE

Waterstones

Amersham, United Kingdom

Bookseller & Social Media Assistant

July 2023 – September 2024

- Developed and executed content strategies for Instagram and TikTok, increasing engagement by 90% within a month.
- Utilised industry knowledge to maximise sales opportunities through targeted promotions and up-selling techniques.
- Strengthened brand loyalty by promoting the Waterstones loyalty program, leading to a 15% rise in membership sign-ups.
- Created a vibrant in-store environment that aligned with marketing campaigns and enhanced customer experience.

360 Nautica

Doha, Qatar

Q-Tickets Content Writing Intern

Jan 2023 – Mar 2023

- Implemented social media strategies to improve online engagement and visibility.
- Curated movie synopses and event descriptions that attracted a broader audience to the ticketing platform.
- Contributed to content planning and execution, aligning with the brand's marketing objectives.

Qatar Day Content Writing Intern & Presenter

Jan 2023 – Mar 2023

- Leveraged trending industry topics to create impactful social media content, increasing engagement by 20%.
- Produced visually appealing posts using Canva to boost online presence and brand recognition.
- Scripted and presented promotional videos for Instagram, YouTube, and TikTok, expanding audience reach.

VISA

Doha, Qatar

Brand Ambassador - Client Hospitality

Nov 2022 - Dec 2022

- Played a key role in managing the VISA Client program during the World Cup, enhancing client experiences.
- Engaged with high-profile clients using strategic communication skills to reinforce the brand image.
- Demonstrated problem-solving skills in high-pressure situations, ensuring smooth operations.

EDUCATION

Lancaster University (UK Top 10 University)

Lancaster, United Kingdom

BA (Hons) English Language and Creative Writing: Upper 2:1

Oct 2019 – Jul 2022

Bhavans' Public School

Doha, Qatar

CBSE Commerce: 90.6% (A* in English and Business Studies)

April 2017 – March 2019

TECHNICAL SKILLS & LANGUAGES

Skills: Social Media Marketing, Content Strategy, Canva, Microsoft Word, Google Docs

Languages: English (Fluent), Hindi & Malayalam (Native), Spanish (Beginner)