

# Rithika Thomas

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## PROFESSIONAL SUMMARY

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Creative social media manager and writer skilled in supporting team objective and capitalising on emerging industry trends. Handles administrative details and suggests trending ideas to complement campaigns. Highly skilled in creating fresh and dynamic written and video content for diverse audiences.

## WORK EXPERIENCE

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### Waterstones

Amersham, United Kingdom

#### Bookseller & Social Media Manager

July 2023 – Present

- Use exceptional genre knowledge and up-selling skills to maximise sales opportunities.
- Develop vibrant bookstore environment, maintaining outstanding presentation, detail and localisation standards.
- Build rapport with new and existing customers to boost client retention.
- Successfully promoting Waterstones loyalty program memberships, achieving a 15% increase in program sign-ups.
- Create content for Instagram and TikTok resulting in engagement boost of 90% in just over a month.

### 360 Nautica

Doha, Qatar

#### Q-Tickets Content Writing Internship

Jan 2023 – Mar 2023

- Responsible for updating the movie synopses and event descriptions on ticketing website.
- Efficiently planned online content management and implemented social media strategy.

#### Qatar Day Content Writing Internship

Jan 2023 – Mar 2023

- Monitored industry trends to capitalize on content and social media opportunities, increased engagement by 20%.
- Produced high-quality, impactful content to strict deadlines, consistently meeting brand standards.
- Leveraged graphic design skills to create visually appealing social media posts using Canva, increasing visibility.
- Developed engaging scripts for promotional videos and presented for multiple platforms including Instagram, YouTube and TikTok.

### VISA

Doha, Qatar

#### Brand Ambassador - Client Hospitality

Nov 2022 - Dec 2022

- Collaborated with VISA supervisors to meticulously manage the VISA Client program during World Cup.
- Used friendly, outgoing and positive personality to approach high-profile clients confidently and professionally.
- Maintained strict adherence to established protocols for secure and organised client registration process.
- Used critical thinking to break down problems, evaluate solutions and make decisions.

## EDUCATION

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### Lancaster University (UK Top 10 University)

Lancaster, UK

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

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**Skills:** Microsoft Office, Google Docs, Canva, Social Media Marketing, Time Management

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