

# LEAH THOM

678-416-5384 · leahthomportfolio.com · Columbus, GA

Multidisciplinary multimedia professional with experience in social media strategy, video production, podcasting, and photography. Proven ability to lead projects independently, collaborate with teams, and deliver high-quality content across platforms.

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## EDUCATION

August 2017-May 2021

Georgia Southern University  
Bachelor of Science in Multimedia Film & Production

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## STRENGTHS AND EXPERTISE

### Strategy & Planning

Social media strategy development  
Campaign planning & execution  
Editorial calendar management  
Brand voice development  
Audience growth strategy

### Content & Platform Management

Instagram, Facebook, TikTok, X management  
Community management  
Engagement strategy  
Influencer & partnership coordination  
Paid social campaign coordination

### Analytics & Performance

KPI tracking & performance reporting  
Meta Business Suite  
Platform insights  
A/B testing & optimization  
Social listening & trend analysis

### Editing & Design

Adobe Premiere Pro  
Lightroom & Photoshop  
CapCut  
Canva

### Brand & Messaging

Visual brand alignment  
Copywriting & caption writing  
Content repurposing strategy  
Trend-based content adaptation

### Performance Optimization

SEO for social & YouTube  
Hook optimization  
Audience retention strategy  
Engagement growth techniques

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## PROFESSIONAL EXPERIENCE

Chic Soul (Plus-size Clothing)

April 2026 - Present

### Social Media Marketing Specialist

- Develop and execute social media content strategies across Facebook, Instagram, and TikTok for Chic Soul, reaching a combined audience of 3.7M+ followers.
- Create, schedule, publish, and manage daily social media content while maintaining consistent brand voice, messaging, and visual identity across platforms.
- Monitor and analyze social media performance metrics, including reach, engagement, impressions, audience growth, and content performance, to guide future marketing strategies.
- Identify and capitalize on emerging social media trends, viral content, trending audio, hashtags, and platform features to increase brand visibility and audience engagement.
- Develop creative content and promotional campaigns supporting product launches, seasonal collections, sales, giveaways, and brand initiatives.
- Use analytics and audience insights to identify high-performing content and continuously optimize social media strategy and posting performance.
- Monitor competitor activity, industry trends, and consumer behavior to identify opportunities for content development and increased audience engagement.
- Collaborate with creative and marketing teams to develop campaigns and social content that align with overall brand goals and promotional initiatives.

**Social Media Manager, Content Creator**

- Scaled multi-platform social presence to 4.38M impressions (+418.9%) and increased engagement by 210,842 (+820.1%) through targeted content strategy and performance optimization.
- Full management of The McLemore Boys' social media presence, including: Instagram, Facebook, TikTok, X, Threads, YouTube Channel & Shorts, and Facebook Full-Frame Videos.
- Maintained a streamlined content calendar to keep teams aligned and on schedule.
- Supported paid and organic social strategies, including influencer and brand collaborations.
- Optimized content performance across platforms by analyzing KPIs, refining posting cadence, and leveraging trend-based creative strategies to maximize reach and interaction.
- Managed end-to-end content planning and execution, aligning brand messaging with audience insights to significantly expand digital visibility and engagement.
- Monitored analytics and performance metrics to inform strategic adjustments, resulting in sustained audience growth and measurable increases in brand awareness.

**Gray Media**

**Digital Content Producer, KTUU**

**October 2024 - May 2025**

- Delivered real-time breaking news, weather, and traffic updates by rapidly publishing push notifications, social media posts, and continuously updated web stories as events developed.
- Demonstrated strong writing, copy-editing, and storytelling skills to produce accurate, engaging, and audience-focused digital content under tight deadlines.
- Coordinated and executed livestream coverage across multiple digital platforms, ensuring seamless delivery during breaking news and major events.
- Collaborated closely with reporters, producers, anchors, and newsroom leadership to gather assets and align digital coverage with on-air broadcasts.
- Crafted compelling digital headlines and high-converting social media captions to drive clicks, engagement, and audience growth.
- Expanded visual storytelling by incorporating video, graphics, and multimedia elements across website and social platforms to enhance user experience and increase engagement.

**Digital Content Manager, KTVF**

**February 2024 - October 2024**

- Led daily digital newsroom operations, providing editorial direction and strategic guidance to reporters and producers to ensure timely, accurate, and engaging content.
- Copy edited and optimized AP style news articles for clarity, AP style consistency, SEO performance, and audience engagement.
- Oversaw all digital platforms, including Facebook, YouTube, website, mobile app, and live streaming channels to ensure cohesive brand presence and real-time updates.
- Managed breaking news coverage across digital channels, coordinating rapid content deployment and live updates.
- Produced and distributed push notifications via the mobile app to drive traffic, increase story visibility, and support audience retention.
- Monitored digital analytics to inform content prioritization, headline optimization, and publishing strategy.
- Ensured alignment between broadcast and digital teams, bridging newsroom operations to maximize cross-platform storytelling.