

# ANNA THOMAS



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## WORK EXPERIENCE

### **Social Media Intern for Texas State University**

*School of Journalism and Mass Communication*

*January 2025 - May 2025*

- Scheduled posts for the Instagram grid, stories, and reels via Meta Suite
- Creating Infographics and other graphic design static posts, carousels, and stories
- Filming and editing content for reels
- Event photography

### **Global Career Accelerator**

- Designed a branded game concept and mock-up for charity: water using AI-assisted coding, HTML, and CSS.
- Analyzed Intel data in Excel to identify high-ROI sustainability opportunities and provided actionable recommendations.
- Developed and managed targeted social media campaigns, selecting channels, ad types, and evaluating performance through cost-efficiency analytics.
- Conducted A/B testing on social media engagement to optimize GRAMMY U membership growth.
- Applied user-centered design to prototype a digital app for first-time skincare users, creating wireframes and conducting usability testing to translate research into solutions.

## EDUCATION

### **Texas State University**

*BS in Digital Media Innovation with a minor in Writing*

*January 2024 - May 2026*

### **Collin College**

*AA in General Studies*

*August 2020 - December 2023*

### **Fusion Academy**

*High School Diploma*

*2020 Graduate*

## EXPERTISE

- Microsoft 365 (Teams, Outlook, etc.)
- Adobe Creative Suite (Photoshop, Indesign, etc.)
- Efficient Video Editing (Premiere Pro, Final Cut, iMovie, Capcut)
- UX/UI Design
- Digital Color Grading (Video and Picture)
- Media and Graphic Design (Canva, Illustrator, Photoshop, etc.)
- Soft skills such as strong teamwork, attention to detail, problem-solving abilities, and creative thinking skills.