

# Carly Thomas

[carlynicolethomas.com](http://carlynicolethomas.com)

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## COMMUNICATIONS EXPERIENCE

### **The Hollywood Reporter**

Los Angeles, CA

*Associate Editor*

November 2022-Present

- Write and publish daily news stories online related to entertainment, film, television and music
- Pitch original stories and coverage for television shows
- Conduct interviews with entertainment creatives, executives and talent
- Edit breaking news stories, features, interviews, etc. from others before publishing online each day
- Schedule and post content on social media platforms

### **WSOC-TV**

Charlotte, NC

*Lead Digital Content Producer*

February 2022-October 2022

*Digital Content Producer*

June 2019-February 2022

- Write and publish at least 10 stories daily for their website and online platforms, including breaking news, lifestyle, investigative and enterprise stories
- Respond to breaking news by writing stories, sending push notifications, monitoring SEO, posting on social media
- Edit, produce and manage content for social media accounts with more than 111,000 followers
- Communicate with digital content team and assignment desk to get news out quickly and efficiently online

### **Everest Gymnastics National Team Training Center**

Cornelius, NC

*Social Media and Communications Coordinator*

August 2017-June 2022

- Coordinate social media content including graphics, photography and videography
- Increase customer engagement and interactions on social media through comments and posts
- Create graphics for print, social media and online
- Manage website, including coding, design and content

### **McKeeman Communications**

Charlotte, NC

*Social Media Monitoring, Freelance*

July 2019-March 2020

- Monitor social media messages and activity for businesses
- Respond to customer messages on Facebook, Instagram and Twitter, and escalate crisis situations
- Schedule social posts in a timely manner

### **Ryan Seacrest Studios at Levine Children's Hospital**

Charlotte, NC

*Production Intern*

June 2018-August 2018

- Plan, produce and host weekly radio and television shows for an audience of over 200 patients and families at Levine Children's Hospital
- Operate radio and TV equipment in studio to create engaging shows and games for patients
- Film and produce three videos of studio events for use by the Ryan Seacrest Foundation
- Assist with celebrity guests through conducting on-air interviews, crowd control, release forms, photography, videography, board operating, and camera control

### **Elon News Network**

Elon University

*Multi-Media Reporter and Producer*

August 2017-May 2019

**Etalk (Elon's Entertainment News Show)**

Elon University

*Executive Producer and Social Media Host*

August 2017-May 2019

## EDUCATION

**Elon University**, Elon, NC

May 2019

Bachelor of Arts: Journalism

Minor: Music Technology and Recording Arts

## SKILLS

Microsoft Office, Adobe (Premiere, Illustrator, Photoshop), Basic HTML and CSS coding, Canva, WordPress, SocialFlow, iNews, Arc Publishing CMS, Social News Desk, Urban Airship, Later social media scheduler, True Anthem, Hootsuite, SAS Digital Audio, Video/Photography, Instagram, Twitter, Facebook, TikTok, YouTube, Pinterest, Graphic Design, Video Editing, Web Design