

Carly Thomas

carlynicolethomas.com

COMMUNICATIONS EXPERIENCE

The Hollywood Reporter

Senior Editor, Digital

Associate Editor

Los Angeles, CA

February 2026-Present

November 2022-February 2026

- Write and publish online daily news stories related to entertainment, film, television, music and social media
- Pitch, report and conduct interviews for original stories across the entertainment space for online and print
- Oversee and book THR's "Next Big Thing" online series, which publishes weekly
- Help lead and mentor associate/assistant editors, and provide guidance when managing/deputy editors are away
- Manage the digital newsroom, including editing stories and features, and assigning breaking news
- Curate, schedule and post content on social media platforms

WSOC-TV

Lead Digital Content Producer

Digital Content Producer

Charlotte, NC

February 2022-October 2022

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

Social Media and Communications Coordinator

Cornelius, NC

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

Social Media Monitoring, Freelance

Charlotte, NC

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

Production Intern

Charlotte, NC

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

EDUCATION

Elon University, Elon, NC

Bachelor of Arts: Journalism

Minor: Music Technology and Recording Arts

May 2019

AWARDS

Emmy Award

WSOC-TV

December 2023

This award recognized coverage of a police chase and crime spree in the category of Breaking or Spot News – Multiple Reports.

SKILLS

Microsoft Office, Adobe (Premiere, Illustrator, Photoshop, InDesign), Canva, WordPress, Chartbeat, Parse.ly, SocialFlow, iNews, Arc Publishing CMS, Social News Desk, Urban Airship, Later, True Anthem, Hootsuite, SAS Digital Audio, Video/Photography, Instagram, Twitter, Facebook, TikTok, YouTube, Pinterest, Threads, Graphic Design, Video Editing, Web Design