Elizabeth Thomas

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EDUCATION

Bachelor of Arts in Journalism: Minor in Graphic Design and Arts and Cultural Management **May 2025**
Michigan State University *East Lansing, MI*

Professional Skills

- Customer Service
- Event Management
- Collaboration
- G-Suite
- Microsoft Office Suite
- Adobe Creative Suite
- Social Media
- Strategic Planning

EXPERIENCE

Seasonal Sales Associate **Nov 2024- Present**
Reformation *Washington, DC*

- Delivered personalized styling experiences while maintaining deep knowledge of the brand's sustainable practices and product lines
- Assisted in administrative tasks, including tracking sales metrics and coordinating shipments, ensuring operational efficiency
- Developed a keen understanding of retail customer behavior, translating insights into strategies to increase sales and improve client satisfaction

Office Assistant **Aug 2024 – Present**
Spartan Experience Record *East Lansing, MI*

- Coordinate and execute events to enhance student engagement, including planning logistics, setting up venues, and managing on-site activities for undergraduates across all disciplines
- Streamlined communication using Constant Contact between 700+ students and university departments, managing newsletters, events, and program initiatives through designing engaging newsletter content
- Oversaw logistics and maintained detailed records for over 1,000 student experiences, including internships and extracurricular activities

Treasurer **Aug 2024 – Present**
MSU Corporate Retail Association *East Lansing, MI*

- Collaborated with the executive board to track spending, manage fundraising initiatives, and identify cost-saving opportunities, ensuring the financial stability and growth of the organization
- Actively contributed to outreach initiatives aimed at recruiting new members and fostering engagement with existing members
- Worked closely with various members within the club, including fundraising chair, public relations chair, and the president, to ensure the seamless execution of key projects

Student Associate Producer **Feb 2024 – Dec 2024**
Focal Point News *East Lansing, MI*

- Led the content creation process for Instagram, crafting visually engaging stories and posts to enhance audience interaction, increase viewership, and effectively optimize the platform for digital storytelling tailored to a college and community audience
- Strategically managed the news team's production schedule, ensuring efficient communication among team members, adherence to tight deadlines, and the timely development of high-quality scripts and visuals for weekly broadcasts
- Supported live production by tracking deliverables, creating schedules, and addressing last-minute changes to maintain seamless execution

CERTIFICATION

Inside LVMH Certificate
Focus Areas: Creation & Branding, Retail Customer Experience

- Examined best practices for delivering exceptional retail customer experiences, from service design to clienteling
- Analyzed case studies on innovation and sustainability in the luxury industry to enhance brand identity and value