

Elizabeth Thomas

thom2137@msu.edu -- (202)-870-6946 -- linkedin.com/in/liz-thomas-0548b7181

EDUCATION

Bachelor of Arts in Journalism: Minor in Graphic Design and Arts and Cultural Management
Michigan State University

May 2025
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
Reformation

Nov 2024- Present
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
Spartan Experience Record

Aug 2024 – Present
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
MSU Corporate Retail Association

Aug 2024 – Present
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
Focal Point News

Feb 2024 – Dec 2024
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