

# Jermaine Thomas, II

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[Thomasjw.net](http://Thomasjw.net)

## PROFILE

An innovative, high-achieving, results-oriented leader who is focused on delivering superior results with well-organized, strategic thinking. Outstanding written and verbal interpersonal skills, and experience creating digital media content. Respected team player with the ability to deliver peak performance and innovative solutions.

## PROFESSIONAL EXPERIENCE

### MARKETING COORDINATOR

CITY CAST

NOVEMBER 2022 - PRESENT

- Produce and manage social content, scheduling several posts per week across Instagram, Facebook, and Twitter for six podcast and newsletter territories
- Introduced a new organic content strategy that increased click-through rates (58% avg.), saves (495% avg.), and shares (556% avg.)
- Lead weekly marketing meetings to brainstorm content, obtain feedback, and review analytics with each territory

### TRANSFER ADMISSIONS OFFICER

COLUMBIA COLLEGE CHICAGO

MAY 2021 - NOVEMBER 2022

- Utilized Slate query-building methods to craft targeted written communication for students in support of their journey through application and enrollment
- Developed a content calendar for the [@ColumTransfer](#) Twitter page with analytic goals based on Impressions, engagement, and reach
- Increased territory enrollment rate by 4% by maintaining outstanding customer service to prospective students & parents and keeping records of activity

## COMMUNITY ENGAGEMENT AND LEADERSHIP

### ARTISTIC DIRECTOR

SLEEPING GIANT PROJECT

JUNE 2021 - PRESENT

- Arranged and lead a fashion product photo shoot to showcase 10 different garments with multiple colorways for website and social brand content
- Collected and sorted creative input from the team to develop set design, book talent, & scout locations, ensuring synergy between brand strategy, missions, & purpose
- Drafted financial aid and admissions blog posts using SEO practices for the [Sleeping Giant Toolkit](#) in support of College Calculator usage

### NPHC PRESIDENT

MIAMI UNIVERSITY

JANUARY 2019 - DECEMBER 2019

- Organized the council into 4 committees (Philanthropy, Greeks Step Up, NPHC Week, and Step Show) to focus on reaching council goals effectively
- Facilitated bi-weekly meetings for a council of 35-45 members
- Chaired the 2019 Stroll-Off committee, sold over 300 tickets and donated \$500 to the local food pantry
- Promoted Tri-Council relationship building with Inter-fraternity Council and Panhellenic Council

### CO-MODELING DIRECTOR

MIAMI UNIVERSITY FASHION & DESIGN

MAY 2019 - MAY 2020

- Supervised ICON Class of 60 models in weekly rehearsals
- Organized and executed Model Castings with Executive Board team members to audition over 200 models
- Coordinated monthly Model & Lifestyle Committee meetings to teach skills on social media branding, and develop runway and commercial modeling techniques

## OTHER SKILLS

Adobe Suite, Social Media Management, Written and Verbal Communication, Later, Canva, Paid Media, Agile.

**Top Five Clifton Strengths:** Input, Maximizer, Intellection, Learner, Communication

## AWARDS

Greek Man of The Year - Spring 2020

President's Distinguished Service Award - Spring 2020

Miami University Love and Honor Cup - Fall 2019

NASPA Region IV-E Undergraduate Rising Star - Fall 2019

## EDUCATION

### MIAMI UNIVERSITY | 2016 - 2020

Bachelor of Arts: Mass Media and Culture, Fashion - Entrepreneurship

### DEPAUL UNIVERSITY |

#### EXPECTED GRADUATION 2024

Master of Arts: Digital Communication & Media Arts