

ARIONNA THOMAS

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EDUCATION

Centenary College of Louisiana | Shreveport, LA

May 2026

Bachelor of Arts, Communication

RELATED EXPERIENCE

Marketing Department Intern | Centenary College of Louisiana | Shreveport, LA August 2025 – Present

- Wrote professional press releases and website copy to promote campus events and initiatives
- Produced a series of videos with Career Services highlighting student resources and post-grad opportunities
- Captured event photography for newsletters and social media promotion
- Collaborated closely with a small marketing team of 8 to brainstorm, storyboard, and execute campaigns, improving workflow and accelerating content distribution

Editor in Chief & Multimedia Head | The Conglomerate | Shreveport, LA August 2024 - Present

- Led editorial direction and multimedia production for campus newspaper, achieving 200% increase in website engagement in 4 months
- Designed and produced a physical newspaper edition for the 2025 Corrington Award Winner Crystal Wilkinson, showcasing layout, photography and editorial design
- Oversaw a team of writers, photographers, and designers in journalist content from initial assignment to publication

OTHER EXPERIENCE

Host & Producer | High Five: A Ranking Podcast | Shreveport, LA August 2022 – Aug 2026

- Produced and hosted 32 episodes of a pop-culture ranking podcast in the Fiction/Comedy category
- Managed content production, including concept development, scripting, audio recording and editing

ACTIVITIES

Communication Team Member | Centenary College Learning Commons August 2024 - Present

- Developed weekly digital signage, social media, and event flyers
- Increased social media engagement by 50% over one semester by implementing a consistent posting schedule, and analyzing Instagram metrics to refine strategy

Secretary & Treasurer | Residence Hall Association

August 2023 - Present

- Maintained accurate records of meetings, decisions and organizational documentation
- Oversaw financial reporting and fund allocation for student programs
- Liaised meeting minutes between the executive board and student residents to ensure timely information

SKILLS

Social Media: Instagram, LinkedIn

Creative Skills: Canva, AP style, Adobe Creative Cloud, Google Workspace,

Analytics: Google Analytics, Meta Analysis