

AMY THOMPSON

Social Media Content Creator & Marketing Specialist

CONTACT

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-  www.athompsonportfolio.com

EDUCATION

Bachelor of Science Integrative Studies

Marketing & Organizational Communications
Kennesaw State University, 2011

Associate Degree in Business Administration

Reinhardt University, 1996

CORE SKILLS

Digital Marketing & Content Creation:

- Social Media Strategy & Management
- Video Production
- Content Writing & Storytelling
- Email Marketing
- Branding & Graphic Design

Artificial Intelligence Expertise:

- Proficient with ChatGPT, OpenAI, Gemini, DeepAI, CanvaAI, VEED, RunwayAI, VedioTourAI, Hailo.

Technical Skills:

- Adobe Creative Suite, CapCut, Canva, VEED, CRM Systems, Google Analytics, SEO, Microsoft Office.

ADDITIONAL INFORMATION

- Expert in multi-platform content creation.
- Skilled in AI-driven creative workflows.
- Strong organizational and executive support skills.
- Experienced in managing high-volume client projects with accuracy, creativity, and fast turnaround.
- Portfolio:
www.athompsonportfolio.com

PROFESSIONAL SUMMARY

Creative and results-driven Social Media Content Creator and Marketing Specialist with deep expertise in digital storytelling, AI-assisted content production, and brand-building across multiple platforms. Skilled in creating engaging short-form and long-form videos, designing dynamic graphics, managing multi-channel campaigns, and optimizing content using data-driven insights.

WORK EXPERIENCE

FREELANCE SOCIAL MEDIA STRATEGIST (2021 – PRESENT)

- Develop social media strategies and produce high-quality AI-enhanced video content
- Create platform-specific content plans and engaging videos using tools like RunwayAI, VEED, VedioTourAI, and CanvaAI.
- Create branded graphics, marketing materials, and animations that elevate client visibility
- Design cohesive digital assets—including reels, flyers, ads, and carousels—using Canva, Adobe Suite, and AI image tools.
- Execute email marketing campaigns and optimize paid social ads for stronger engagement and conversions
- Build newsletters and drip campaigns, monitor performance, and refine targeting through analytics.
- Utilize AI tools for research, scriptwriting, and streamlined content workflows
- Use ChatGPT, Gemini, and other platforms to generate scripts, captions, content ideas, and automated processes.

MARKETING SPECIALIST & OFFICE MANAGER

All Atlanta Realty – Marietta, GA (2019 – 2021)

- Managed social media channels and listing promotions by creating engaging posts, scheduling content, and maintaining consistent branding across platforms to increase visibility for real estate listings and company updates.
- Executed SEO strategies and created high-quality marketing materials, including flyers, brochures, website updates, and digital ads, to strengthen online presence and attract qualified leads.
- Supported office operations and client communication by coordinating appointments, preparing documents, managing correspondence, and ensuring smooth, efficient workflow for agents and clients.

DIRECTOR OF AGENT SERVICES

Keller Williams Realty Cityside – Smyrna, GA (2017 – 2019)

- Designed and executed marketing campaigns to support agent production, technology adoption, and brand visibility across digital and print channels.
- Created branded content, training materials, and social media assets while coordinating events and workshops that strengthened agent engagement and community presence.
- Developed streamlined onboarding systems and agent resources—including checklists, guides, and workflows—to improve productivity, support agent success, and ensure smooth transitions for new team members.