



AFTON THOMAS

**COPY MANAGER
& SOCIAL MAVEN**

BOSTON, MA
SHE/HER/HERS

HERE'S THE TEA

In the office. I'm a quick-witted, curious creative who always has her eye on strategy. I work quick and can churn out the goods, but love a minute to really sink into the brief, and have a laugh with the team while doin' it.

In my free time. I'm an amateur ski bum, semi-pro personal shopper, uncertified diamond expert, general rider of bikes, and a strong advocate of Fun Times.

Inclusivity is a huge professional and personal passion of mine. Being a true ally is one of the most important things we can do as marketers and as people. Everyone deserves a spot at the table (and to be a true part of the conversation).

Personality? Yeah, I got some. Myers-Briggs says I'm an ENFP-T, which basically just confirms my Virgo Sun, Leo Moon and Taurus Rising placements (you know, if you're into that stuff).

DROPPIN' KNOWLEDGE

Northeastern University Class of 2015 Cum Laude

Bachelor of Arts in Communications, Concentration in Media Studies.
Minor in Media Production.

LET'S GET DIGITAL

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WERK EXPERIENCE

PANERA BREAD

Senior Manager, Social Copy, April 2022-Present

I joined Panera during an exciting time—a recent rebrand and an expanding creative team. My role is to manage and inspire our internal and agency partners in the organic and paid social spaces, and pitching social content to fill in the gaps. Beyond social, I touch many different parts of the business, writing and managing email initiatives and revenue-driving subscription service: Unlimited Sip Club. More to come!

TJX COMPANIES

Senior Copywriter, Marshalls, 2019-2022

As the retail store experience writer for Marshalls, I conceptualized big-picture, seasonal campaigns across channels—from signage packages, to in-store announcement scripts, to e-comm email and social applications. I consistently thought beyond the brief to deliver fresh, value-focused copy that's on trend (and always inclusive). I led concept ideation, brainstorm sessions, and production along with my design partners, and regularly presented concepts to senior leaders.

Copywriter, Marshalls, 2017-2019

Developed the Marshalls social presence (and voice) during the Instagram brand boom. I primarily shot, styled, wrote, and designed original IG story content that successfully drove customers to store. When I wasn't producing IG content, I conceptualized out-of-the-box paid and organic social ideas for Facebook, Instagram, Snapchat and Pinterest, as well as seasonal email campaigns. I pitched multi-channel social strategy for the marshalls.com e-commerce launch to the senior leadership team, which delivered historic metrics for the brand.

OCEAN SPRAY CRANBERRIES

Freelance Social Copywriter, 2021-2022

I conceptualized all sorts of cran content, identified viral trends, and crafted channel-specific copy for Ocean Spray's organic social pages, including: Instagram, Facebook, Twitter, TikTok, Pinterest and Discord. I produced ~60 assets across channels per month with a small but mighty crew, and lent my hand on larger seasonal initiatives and celebrity campaigns.

EF EDUCATION FIRST

Copywriter, Cultural Care Au Pair, 2016-2017

Sole staff copywriter on a mighty in-house team. I wrote all marketing materials for EF's offshoot, Cultural Care Au Pair, including: email campaigns, blogs, Facebook ads, billboards, technical manuals, and even a Children's book.

WAYFAIR

Freelance Copywriter, Joss & Main, 2015-2016

Supported a tight-knit copy team with a branding overhaul of Joss & Main's online and web platforms. Worked on early-mid stages of mobile app & mobile online UX copy, triggered emails and more, along with assisting in daily sales events copy and subject lines.

SIDE HUSTLES & INTERNSHIPS

Angela Monaco Jewelry - Blog Writer (2021)

Omnicom Media Group - Voiceover Artist (2006-2019)

Bose Corporation - Copywriter Co-op (2014)

Northeastern University - Social Media Assistant (2014)

TJX Companies - Brand Marketing Co-op (2013)

Universal Pictures & Focus Features - PR Intern (2012)

Allied Integrated Marketing - PR Co-op (2012)