

# LAUREN THOMAS

• Head of Content •

## HELLO

I am a writer and social media specialist. From blogs to newsletters, social media posts to webinars, I can strategise and execute rich content plans that engage audiences and grow brands.

## GET IN TOUCH

laurenthomas.freelancer@gmail.com  
(+61) 0451818287

 [LinkedIn](#)

 [Twitter](#)

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## CAREER

- 2018 - Present**      **Publicist - Head of Content**  
**Vamp - An influencer marketing startup. Sydney.**
- I manage the entire content output across press articles, blog, social media platforms, webinars, white papers and email marketing.
  - I research and write on tech, social media, trends and influencers, positioning Vamp as a thought leader.
- 2014 - 2017**      **Editorial Co-ordinator - Junior Fashion Editor - Fashion Editor**  
**John Brown Media - A content marketing publisher. London.**
- I turned marketing goals into beautiful pieces of content for fashion brands. My output included magazines, blogs and social media.
- 2016-2017**      **Snapchat Sub-Editor**  
**Mail Online - Snapchat Discover team. London.**
- I edited words, pictures, graphics and video to make compelling content for an audience of digital natives in the UK, USA and Australia
- 2014**      **Freelance Writer**  
**Marie Claire - Digital. London.**
- I produced digital content based on fashion and cultural trends.

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## QUALIFICATIONS

- BA Hons - Multimedia Journalism. Bournemouth University.
- Additional qualifications from the National Council for the Training of Journalists. In law, ethics and shorthand.