



Malcolm Thomas

Professional Summary

Dynamic Communications Specialist with 6+ years of experience in developing and executing comprehensive communication strategies. Demonstrated expertise in influencer management, digital marketing, and strategic planning. Adept at building strong relationships, leading high-impact campaigns, and driving business results. Committed to maintaining the highest standards of professionalism and integrity.

Relevant Experience

- **Influencer Campaigns:** Led influencer campaigns, enhancing engagement and reducing costs at Houston ISD.
- **Program Development:** Executed strategic communication programs that increased awareness and engagement.
- **Collaboration:** Worked with various departments and partners to ensure compliance and effective campaign execution.
- **Project Management:** Managed multiple projects, meeting tight deadlines and maintaining high quality.
- **Writing & Editing:** Developed content for media relations, social media, and public engagements.

Work History

Houston ISD - Career Readiness Communications Manager

Houston, TX

10/2023 - 06/2024

- Led a team in creating and implementing digital communication strategies, resulting in a 20% increase in student engagement.
- Developed and executed influencer programs to promote career readiness initiatives, enhancing community outreach by 15%.
- Negotiated contracts with vendors, achieving a 10% reduction in costs.

Houston ISD - Communications Specialist (Family Engagement)

Houston, TX

01/2020 - 10/2023

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Education

Lamar University

Beaumont, TX

MBA: Marketing

Texas State University

San Marcos, TX

Bachelor of Science: Electronic Media & Mass Communication (Multimedia)

Skills

- Influencer Engagement & Management
- Strategic Communication Planning
- Digital Marketing & Social Media Strategy
- Public Relations & Crisis Management
- Content Creation & Editing
- Data Analysis & Reporting
- Project Management
- Team Leadership & Collaboration
- Strong Interpersonal Skills

Professional Achievements

- Increased student engagement by 20% through innovative digital

- Managed family engagement communications, resulting in a 25% increase in parental involvement.
- Collaborated with various departments to streamline communication processes, improving efficiency by 30%.
- Conducted data-driven analysis of communication metrics, optimizing future initiatives for better engagement.

Houston ISD - After School Program Manager (Multimedia)

Houston, TX

07/2018 - 01/2020

- Spearheaded multimedia communication efforts for after-school programs, increasing student participation by 40%.
- Coordinated public events and spoke on behalf of the organization, enhancing public relations and community trust.

Half Yard Productions - Post-Production Assistant

New York, NY

01/2017 - 06/2017

- Transcribed and logged interview footage for "Say Yes to the Dress: UK," ensuring accurate and timely delivery of content.
- Conducted research on royalties, copyrights, and permissions for footage and music, ensuring compliance with legal standards.
- Analyzed footage to resolve exposure, subject, and camera movement issues, enhancing the quality of the final product.

Bobcat Update - News Anchor, Reporter & Photographer

San Marcos, TX

08/2017 - 12/2017

- Created and delivered news content, achieving a 20% increase in viewership.
- Developed content for media relations and social media, maximizing advertising efforts and audience reach.

communication strategies.

- Boosted parental involvement by 25% through effective family engagement communication.
- Achieved a 40% increase in student participation in after-school programs through targeted multimedia communication efforts.