

# THOMAS FRIEND

9612 Sweet Cedar Ln. | Charlotte, NC, 28210 | 704-840-2441 | [thomasfriend@gmail.com](mailto:thomasfriend@gmail.com) | [www.thomasfriend.com](http://www.thomasfriend.com)

---

## EXPERIENCE

- Environmental Advisor and Communications Strategist – Ash Elements, LLC September 2017-Present
- Led marketing and communications strategy for the company. Wrote whitepaper and business strategy planning. Assisted in managing a lean, agile team to coordinate conferences, website launch, and company development.
- Customer Service Specialist/Front End Lead – Dick’s Sporting Goods October 2017-Present
- Assisted in management of front end team. Provided personalized customer service experiences. Assisted in loss prevention efforts and inventory counts for the company.
- Cashier – Dick’s Sporting Goods Aug. 2017-Oct. 2017
- Marketing Manager – Accrisoft Aug. 2016-May 2017
- Managed company marketing initiatives, including content creation, Adwords and PPC campaigns, outbound marketing, and email campaigns. Assisted in website design and updates, designed and wrote eBooks, and designed and produced physical copy for the company. Participated in QA/QC for software iterations and new website launches Assisted in company transformation from waterfall to Scrum/Agile.
- Annual Event Consultant – The Ronald McDonald House of Charlotte July-September, Annually
- Requested to return annually since 2015 internship to assist with event presentations, graphic design, social media, marketing campaign development, SEO/SEM, and campaign tracking.
- Client Work: FountainArts Feb. 2016-May 2016
- Developed advertising campaigns and tactics for a small wine and beverage accessory company. Was tasked with creating an integrated marketing campaign, and managed one of six agency groups competing for the account. After the final presentation, won the account and implemented design changes and strategy for the company.
- Client Work: Burlington Beer Works Feb. 2016-May 2016
- Developed strategic marketing campaign and ownership drive for co-op brewpub & restaurant in Burlington, NC.
- Client Work: The Benevolence Farm, Alamance County Aug. 2015-Dec. 2015
- Created written and multimedia content and explored ways to strategically gain community support for the new nonprofit. Applied experience from the Ronald McDonald House campaigns and events to assist in their fundraising events.
- Internship: Alamance County Recreation and Parks Aug. 2015-May 2016
- First on a team of 4, then individually, developed and completed an ethnographic research project which was used to market and promote the system of parks and trails within Alamance County. Interviewed a set of 30 individuals over the course of the project to provide a varied and experienced picture of the community and their views.
- Communications and Development Intern – The Ronald McDonald House of Charlotte July 2015-Nov. 2015
- Developed my communications and design skills. Created web, mobile, and multimedia content, ran social media for the organization, and developed campaigns and fundraising events to support the nonprofit. Responsible for black-tie event presentations, on-screen graphics, and run-of-show for the event.
- Marketing Intern - Elon University Office of Sustainability Sciences May 2014–Aug. 2014
- Participated as an independent, driven member of a team. I provided new, creative marketing ideas and physical and electronic materials on a weekly basis and designed five marketing campaigns directed at specific topics. Presented campaigns to program directors, and presented final presentation to Elon’s Environmental Advisory Board, which lead to a Student Ambassador seat on the board for my time at Elon.

## **EDUCATION**

Elon University May 2016  
Majors: Environmental Science, Strategic Communications  
South Mecklenburg High School May 2012

## **SKILLS & ABILITIES**

Competent manager with broad background in communications. Very comfortable working with large and small teams, as well as clients. Proficient using the key programs Microsoft Office Suite, and Adobe Creative Suite, including proficiency in Adobe Photoshop, Premiere, and Audition. Proficient in video and photo editing. Experience in IT, including project management, team management, Scrum, SAFe, Kanban, QA/QC, and UI/UX testing.

## **CERTIFICATIONS**

Scaled Agile Framework (SAFe) Sept. 2017  
Certified Scrum Master (CSM) Aug. 2017  
Project Management Professional (University Level) May 2016

## **LEADERSHIP**

Volunteer & Team Leader – Young Life of Charlotte Sep. 2016 – May 2017  
Student Ambassador - Elon University Environmental Advisory Council Aug. 2014 – May 2016  
Volunteer & Team Leader - Young Life of Alamance County May 2013 – May 2016