



Olivia Thomas

Arranger | Intellection | Belief |
Context | Learner

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OliviaThomasStorytelling.com

Freelance Writer & Content Creator | Photographer

Versatile content creator with a background in journalism, marketing and healthcare communications. Experienced in producing high-volume, engaging content including blog posts, social media, ad copy and feature stories across industries such as healthcare, hospitality, legal, and lifestyle brands. Combines strong storytelling skills with visual media expertise to deliver compelling, audience-focused content.

Professional Experience

Freelance Writer & Content Creator

Self-Employed | May 2020–Mar 2021; Jun 2022–Present

- Produce 20–30 pieces of monthly content including blog posts, social media, email campaigns, and digital ads
- Write across industries including healthcare, hospitality, legal, marketing, events, and nonprofit sectors
- Adapt tone and messaging to align with brand voice and audience
- Conduct in-depth research to create accurate, engaging, and informative content
- Collaborate directly with clients to meet deadlines and content goals
- Utilize AI tools for ideation and drafting while maintaining original voice and quality

Photographer

Self-Employed | Mar 2024–Present

- Capture and deliver professional photography for weddings, engagements, corporate events, and lifestyle sessions
- Edit high-quality images using Adobe Lightroom and Photoshop
- Manage client relationships, scheduling, and final deliverables

Communications Specialist

Bryan Health | May 2022–Present

- Write and design content for internal communications platform serving 8,000+ employees
- Partner with leadership to develop and distribute strategic messaging
- Create storytelling-driven content to increase engagement and strengthen organizational culture
- Collaborated on modernization of organization's brand standards, evaluating and revising editorial guidelines
- Developed and implemented an organized system for internal content management
- Reorganized and managed a large-scale photo archive of hundreds of thousands of images

Photographer

Bella Baby Photography | Mar 2026–Present

- Photograph newborns in fast-paced hospital environments
- Maintain a 55% sales conversion rate through client interaction and service delivery

Editor

Gering Courier | Mar 2021–May 2022

- Planned and produced weekly newspaper content
- Designed full newspaper layouts using Adobe InDesign

Reporter / Copy Editor

Star-Herald | Jul 2020–May 2022

- Wrote daily news and feature stories across multiple beats
- Edited and proofread articles prior to publication
- Conducted interviews and built relationships with community sources
- Captured photography for print and digital use

Education

Bachelor of Arts in Digital Media
Buena Vista University
Minor: English / Political Journalism
GPA: 4.0

Skills

Content Creation

- Blog & Article Writing
- Copywriting & Ad Content
- Brand Storytelling
- Social Media Content
- Email Marketing

Photography & Visual Media

- Event & Lifestyle Photography
- Photo Editing (Lightroom, Photoshop)
- Visual Storytelling

Technical Tools

- Adobe Creative Suite (Photoshop, Lightroom, Premiere)
- Canva (Advanced)
- Microsoft 365 (Advanced)
- Notion, Monday.com, Asana

Core Strengths

- Research & Interviewing
- Time Management & Organization
- Client Communication
- Adaptability Across Industries

Additional Experience

- Digital Communications Intern – **Woodrow Wilson International Center for Scholars**
- Public Relations Intern – **Minnesota Vikings**
- Writing Tutor – **Buena Vista University**