

# KENYATTA THOMAS

bkenyattathomas@gmail.com • (202) – 602 – 9988 • they/them/theirs

## PROFESSIONAL EXPERIENCE

---

### **Physicians for Reproductive Health**

*October 2022 – Present*

#### Digital Manager

*September 2023 – Present*

- Serves as the content manager of PRH’s social media accounts, overseeing and executing daily maintenance and content creation.
- Tracks, analyzes, and optimizes to continually improve the usability, content, and engagement of social media.
- Translates PRH’s fact-based messaging into a digital strategy that is designed to influence, engage, and motivate change.

#### State Communications Strategist

*October 2022 – August 2023*

- Lead in the drafting of talking points, press releases, op-eds, letters to the editor, and other media content.
- Managed and maintained relationships with reporters.
- Represented PRH at state coalition meetings.

### **Holistic Abortions**

#### Social Media Manager

*August 2023 – Present*

- Create daily content for Instagram utilizing graphic design and copywriting.
- Film and edit videos for Instagram.
- Manage the Instagram inbox and comments.

### **Advocates for Youth**

*October 2022 – Present*

#### Youth Abortion Support Collective Consultant

- Support youth activists in facilitating self-managed abortion information sharing sessions.

### **National Network of Abortion Funds**

*June – November 2022*

#### Social Media Support Contractor

- Monitored and responded to comments and messages on Instagram and Facebook.
- Provided social media coverage on weekends or holidays.
- Created and posted social media content that spoke to the intersections of racial, economic, and reproductive justice.

### **NextGen America**

*March 2022 – September 2022*

#### Social Media Producer

- Served as a copywriter and content creator for national social media program.
- Filmed, edited, and posted content for TikTok 3 times a day while managing interactions on the platform.
- Maintained real-time knowledge of current social trends, organizing best-practices, and public policy news to create opportunities for social media engagement.

### **Reproaction**

*May 2022 – July 2022*

#### Organizing Fellow

- Planned and executed strategy sessions, including preparing materials and documenting actions.
- Developed educational materials such as fact sheets and toolkits.

### **MoveOn**

*March – December 2021*

#### Social Media Content Producer

*September – December 2021*

- Helped pilot vertical video initiative on TikTok and Instagram Reels by posting 20+ videos amassing 985,000 views.
- Monitored performance metrics to measure community awareness of campaign initiatives for organizers.

#### Communications Intern (Social Media Focus)

*March – August 2021*

- Supported the Social Media Team in daily operations and execution of digital initiatives.

### **NARAL Pro-Choice America**

*September – November 2021*

#### Digital Intern

- Wrote copy for national email program and social media platforms.
- Designed graphics for social media, including images that needed to be created and posted during livestreams.
- Edited national website.

**BerlinRosen***May – July 2021*Digital Advocacy Intern

- Drafted social media content and assisted in the implementation of social media strategies for 10+ clients.
- Tracked metrics on Action Network and Mobile Commons to ensure progress on campaigns.

**American Civil Liberties Union***September 2020 – February 2021*Social Media Intern

- Assisted with launch of TikTok account through creative brainstorming, scripting, and filming.
- Created copy for and scheduled daily content for national social media accounts.

**Dipsea***June – August 2020*Social Marketing Intern

- Grew and managed the beta affiliate program with 15+ social media influencers.
- Created copy for social media posts and collaboration campaigns with other sexual wellness companies.

**Blue Future***August 2019 - May 2020*Organizing Director*January - May 2020*

- Oversaw the 2020 Congressional Youth Power Fund and assisted students organizing on congressional campaigns.
- Expanded Blue Future's network of student leaders across the country.

Executive Intern*August 2019 - January 2020*

- Created content for social media platforms including Twitter, Facebook, and Instagram.
- Expanded Blue Future's network of student leaders across the country.
- Directly assisted the Executive Director in his work and daily tasks.

**Planned Parenthood Southeast***September 2018 – August 2019*Organizing Fellow*April - August 2019*

- Mobilized supporters for special purposes including phonebanking, canvassing, and legislative lobbying.
- Ensured that supporter data was collected properly in the Voter Activation Network.

**OTHER EXPERIENCE****Progressive Leadership Initiative Education Fund***March 2023 – Present*Member of the Board of Directors

- Serves as a trusted advisor to the staff as they develop & implement PLIEF's strategic plan.

**National Coalition for Sexual Health***May 2022 – Present*Young Adult Advisory Group Member

- Helps guide project exploring communication between young adults and their partners about sex, sexual health, and relationships.
- Reviews project materials and help create messages for a future campaign.
- Provides feedback on research results from focus groups and an online survey.

**Advocates for Youth***May 2019 – Present*Youth Abortion Support Collective Member*March 2022 – Present*

- Provide practical support to young people seeking abortions.
- Educate young people on the laws and medical facts around abortion, including self-managed abortion.
- Advocate and fight against abortion bans and restrictions.

The Condom Collective*October 2020 – February 2021*

- Distributed condoms on campus to students in order to promote safer sex practices.

Young Womxn of Color for Reproductive Justice Leadership Council Member*May 2019 – May 2020*

- Served on the Engagement team to strategize the best ways to shift the culture of America to one with a reproductive justice lens.
- Raised awareness among young womxn of color about the need for sexual health and reproductive rights.
- Advocated for the inclusion of young womxn of color in the planning, implementation, and evaluation of sexual health and reproductive rights programs and policies.

## **Plan C**

*July 2022 – January 2023*

### Creative Summer Fellow

- Creating a zine to increase awareness of medication abortion and to spread information about the nuances of self-managed abortion and criminalization.
- Utilizing graphic design and research skills to produce a final creative project.

## **Blue Future's Participatory Grantmaking Committee**

*February – March 2022*

### Member

- Trained in the basic principles of participatory grantmaking.
- Reviewed grant applications and voted on which student groups would receive funding for their efforts to support Democratic candidates in the 2022 midterms.

## **SKILLS**

---

**Technical Skills:** Canva, Adobe Illustrator, Photoshop, Lightroom, & Premiere Pro, Falcon.io, WordPress, Squarespace, Wix, NGPVan, TapClicks, Xandr, Roku OneView, Asana, Microsoft Suite, and Google Workspace.

**Certifications and Trainings:** Youth Abortion Support Collective Abortion Doula Training (2022), Arena Academy Political Digital Training (2022), Facebook Certified Digital Marketing Associate (2021), and Basis Social Media Essentials and Digital Media Essentials (2021).

## **EDUCATION**

---

**Arizona State University, M.A.:** Narrative and Emerging Media

*Expected December 2025*

**Arizona State University Online, B.A:** Digital Audiences and Justice Studies

*May 2023*

**Mississippi Gulf Coast Community College,** Associate of Arts

*August 2018 – May 2019*