

# KENYATTA THOMAS

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## PROFESSIONAL EXPERIENCE

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### **Physicians for Reproductive Health**

*October 2022 – Present*

#### State Communications Strategist

- Leads in the drafting of talking points, press releases, op-eds, letters to the editor, and other media content.
- Manages and maintains relationships with reporters.
- Represents PRH at state coalition meetings.

### **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

- Monitor and respond to comments and messages on all social media platforms.
- Provide social media coverage on weekends or holidays.
- Create and post social media content that speaks to the intersections of racial, economic, and reproductive justice.

### **Women First Digital**

*August 2022 – September 2022*

#### USA Country Consultant

- Identify social media influencers, publications, and abortion organizations for potential collaborations.
- Coordinate freelancers to produce content and manage content production and delivery.
- Research existing abortion resources in the US to inform the in-country marketing strategy.

### **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.

**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****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.

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

- Help guide project exploring communication between young adults and their partners about sex, sexual health, and relationships.
- Review project materials and help create messages for a future campaign.
- Provide 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.

**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.

## ACADEMIC INVOLVEMENT

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### **UMD Sex Week**

*November 2020 – May 2021*

#### Social Media Chair

- Managed the UMD Sex Week Instagram page and monitored the inbox.

### **University of Maryland, College Park Student Government Association**

*February 2020 – May 2021*

#### Transfer Student Representative

*February – May 2021*

- Wrote, debated, passed, or failed legislation with the particular interest of transfer students in mind,
- Served on the Student Groups committee to provide funding and support to student organizations.

#### Member of the Sexual Misconduct Prevention Committee

*February 2020 – May 2021*

- Assisted with the writing of legislation on issues related to sexual misconduct on campus.
- Helped formulate and executive events such as the Red Zone campaign.

#### Deputy Director of the Diversity & Inclusion Committee

*February – May 2020*

- Helped the Director of Diversity & Inclusion manage the committee in its pursuit of fostering a diverse and inclusive environment on campus.
- Took meeting minutes and kept attendance records.
- Stood in the Director's place in case of her absence at committee meetings and the General Body Meetings of the Student Government Association.

### **Student Advisory Committee to the Vice President of Diversity & Inclusion**

*March – September 2020*

#### Committee Chair

- Promoted the inclusion and celebration of diverse individuals and advocated for undergraduate students and their organizations.
- Acted as a liaison between students and the Vice President of Diversity & Inclusion at the University of Maryland, College Park.

### **University of Maryland, College Park Residence Hall Association**

*January – September 2020*

#### Senator

*January – April 2020*

- Represented constituents of South Campus Commons.
- Wrote legislation to protect residents such as a bill advocating for building owners to suspend rent payments for students who required emergency housing during the onset of the COVID-19 pandemic.

#### Chief of Internal Affairs

*April – September 2020*

- Held executive board members accountable to their duties.
- Oversaw intra-organizational communication.
- Led executive board meetings.

## SKILLS

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**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

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**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*