

THOMAS BERRA

MARKETING AND COMMUNICATIONS SPECIALIST

CONTACT



314-683-8812



thomasbera12@gmail.com



tomberraportfolio.com

SKILLS

Videography and Photography

Video and Audio Editing

Meta Ads Specialist

Digital Marketing Strategy

Social Media Content Strategist

Web Content Development

Marketing Manager

EDUCATION

BA in Advertising and Strategic Communications

Lindenwood University

2017 - 2021

Minor in Digital Content Creation/ Strategy

ACCOLADES

Graduated with Advertising Honors

(Alpha Delta Sigma)

GOLD ADDY Student Award Winner

For work in National Student Advertising Competition (2021)

PROFILE

I develop video, web, and social media content for a variety of channels and coordinate advertising and marketing campaigns, social media promotion, video, and audio production for the largest church community in St. Louis.

WORK EXPERIENCE

Marketing and Communications Specialist

Archdiocese of Saint Louis

Jan. 2025 - Present

- Produce and edit video content for diocesan social media platforms and other digital initiatives
- Increased video views, subscribers, and watch time within the first 90 days through targeted content creation and optimization
- Collaborate on planning, publishing, and monitoring of social media content to enhance engagement and reach
- Develop and manage digital advertising campaigns using Meta Ads Manager, driving measurable audience growth and conversions
- Coordinate internal and external communications materials for a K-12 Catholic school system
- Serve as liaison with key stakeholders during crisis situations, ensuring timely and accurate communication
- Support website content management, including updates, layout adjustments, and coordination with the digital team

Videographer

Self Employed

May 2023 - Current

- Film weddings and commercial projects for small businesses and nonprofit organizations
- Edit video content using Adobe Premiere Pro and DaVinci Resolve
- Color grade and finish films in DaVinci Resolve to achieve a polished, cinematic look
- Format and encode final deliverables to meet a variety of client specifications and platforms
- Manage client relationships, projects, and deadlines as the owner/operator of a freelance videography business

Digital Content Coordinator

Saint Louis University School of Medicine

June 2021 - Jan. 2025

- Maintain and create web content on sls.edu/medicine
 - The website garners 1.3 million users annually
- Manage social media accounts and content
- Produce video, live stream, and educational webinar content
 - Instituted a YouTube channel and generated 112,000+ views, and nearly 400 subscribers in two years
 - Produced live streams for 5,000 viewers
- Develop and execute digital marketing strategies and initiatives

Marketing Manager (Contract)

Elsevier Nursing Health Education

Nov. 2022 - April 2023

- Manage multi channel marketing campaigns, such as email, website banner ads, and social media. Coordinate marketing efforts with creative and sales team. Oversee deployment of assets with collaboration of Operations team.