

ELISHA THOMAS

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PROFESSIONAL SUMMARY

I am a creative marketer and digital storyteller specializing in audience-centered experiences across live events, social media, and interactive design. Skilled in marketing, communications, and multimedia production, I leverage the Adobe Creative Suite, Figma, Unity, and Unreal Engine to deliver compelling, high-impact content.

Creative Roles

William Peace University — Esports Media Director

January 2026 - PRESENT

- Lead media strategy to grow brand engagement.
- Oversee broadcasts, promos, & short-form content
- Produce unified graphics packages for livestreams.

William Peace University — Student Government CCO

MAY 2024 - PRESENT

- Capture photo/video content of SGPA events.
- Manage & create content for the SGPA Instagram.
- Facilitate communication across students & admin
- Develop initiatives that improve student experiences.

Black Student Union at WPU — Social Media & Marketing Coordinator

April 2023 - PRESENT

- Create and distribute flyers across campus.
- Collaborate with board members to plan events.
- Coordinate outreach to partner orgs and communities

William Peace University — Orientation Marketing Coordinator

Summer of 2024 & 2025

- Create media showcasing NSO and Raleigh culture.
- Coordinate with team & vendors for aligned marketing.
- Support orientation campaigns with branded content.

Education:

William Peace University
Raleigh, NC

Anticipated 05/2026

Bachelor of Arts:

Simulation And Game Design

Skills & Applied Coursework

• 3D Modeling & Animation:

Modeled, textured, rigged, and animated using Maya, Substance Painter, and Photoshop.

• Advanced Interactive Design:

Built interactive prototypes using Figma

• Creating Multimedia Content:

Produced story driven video and visual assets using Premiere Pro, Audition, & Photoshop.

• Design & Typography:

Applied layout, hierarchy, and type principles using Illustrator & Photoshop

• Simulation & Game Tech I & II:

Developed gameplay systems and prototypes in Unity & Unreal Engine

• User Experience:

Directed a user research and usability study

Design that builds trust, tells stories, and drives action.