Lauren DeThomasis

WORK EXPERIENCE

Pleroma Media *New York, NY*

Social Video Producer | *September 2024- March 2025*

- Manage and grow three TikTok accounts, achieving a combined audience of over 33K+ followers, 43.3M+ views, and 3.2M+ likes.
- Produce and publish YouTube Shorts, amassing 7.5M+ total views and over 7.2K+ subscribers.
- Develop and execute short-form content strategies, including ideation, scriptwriting, video editing, and overseeing a consistent publishing schedule.
- Coordinate editor workflows to ensure timely delivery of high-quality content aligned with platform trends and audience preferences.

Hearst- Good Housekeeping Magazine *New York, NY*

Senior Video Producer | *August 2022- July 2023*

- Ushered 100+ videos through all phases of production, contributing to 20M+ monthly on-site views (+40% YoY)
- Strategized and developed a format of SEO driven on-site videos that lived across multiple platforms, including on-site, TikTok, Instagram reels and YouTube shorts
- Responsible for multiple, simultaneous productions, including timelines and budgets
- Collaborated with SEO Team to boost article ranking by creating and embedding videos
- Helped GH reach multiple internal monthly view count records and repeatedly rank 1st within Hearst in both revenue and views
- Worked alongside Art Team to create on-set standards and graphics packages to match GH branding
- Managed data in Airtable and Google Docs and reported monthly to internal stakeholders on video progress across platforms

Associate Video Producer | *November 2019- August 2022*

- Created 200+ original YouTube videos with a total of +8M views
- Helped channel grow 200K+ subscribers (+145%) on YouTube
- Shot, edited and produced videos starring both internal talent as well as external talent, including celebrities and influencers
- Involved in all aspects of production including planning and brainstorming, videography, setting up equipment and editing using Adobe Premiere
- Created both short form and long form content across a variety of platforms
- Worked alongside team members as well as independently on certain projects

NBCUniversal- Oxygen *New York, NY*

Associate Video Producer | *January 2018- November 2019*

- Published 300+ videos across Oxygen.com, Facebook, YouTube and the Oxygen Now app averaging ~20,000 views monthly per video, totaling an estimated 1.2M short form streams per month
- Assisted on shoots and edited videos for Oxygen digital bonus show content for numerous shows, web series *How To Stay Safe* and podcast *Martinis and Murder*
- Hired at transition from a lifestyle to true crime network to create an efficient strategy to produce short form content and develop formats for each new genre of video created
- Edited and published videos about breaking crime news and listicle videos across all Oxygen digital platforms
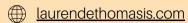
Digital Media Intern | *Summer 2016 & 2017*

- Edited promo videos, wrote transcripts, and assisted on video shoots for Oxygen Digital
- Created short videos about celebrity gossip, current crime news and show promotion for Oxygen.com, Facebook, YouTube and the Oxygen Now app

CONTACT

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EDUCATION

University of Rhode Island
Harrington School of Communications
Major: Film Media, B.A.
Minor: Public Relations
Graduated Dec 2017
Magna Cum Laude

Richmond, The American International University in London
Study Abroad London, England
Spring 2017

ACHIEVEMENTS

NBC Cable Entertainment Internship Competition
Summer 2016 & 2017
Won 1st place in 2016 and 2017 intern competition to create, develop and pitch a show idea to a panel of cable entertainment executives.

AIFS Capture The Culture Contest Winner
June 2017
Won under the category of People's Champ for my *Around The World in 80 Seconds* video.

SKILLS

Proficient use in Adobe Premiere, Adobe After Effects, Adobe Photoshop, YouTube, TikTok, Instagram, Airtable, Canva, Frame.io, Google Docs & Sheets

Cameras: Canon C100, Canon 5D, Sony fs5, Sony fs7, iPhone