

KRISTIN ANN THOMAS

PERSONAL DETAILS



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Longmeadow, Massachusetts



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PROFESSIONAL LICENSES

BAR ADMISSION

Commonwealth of Massachusetts
April 2007

BAR ADMISSION

State of Connecticut
November 2002

COMPETENCIES

E-Commerce

Negotiation

Project Planning

Improving Efficiency

Reducing Costs

Risk Assessment

Resource Management

Leadership

Adaptability

Conflict Resolution

PROFESSIONAL OBJECTIVE

I am seeking a leadership position in a future-oriented, dynamic organization. My experience in a fast-paced, start-up environment makes me uniquely qualified to anticipate change in the most competitive markets. My outstanding critical thinking and organizational skills allow me to identify creative and effective solutions to all kinds of relevant problems. I am at my best when I am working as part of a team of creative people collaborating to further the values and aims of the organization. As a leader with a record of achievement in a range of professional settings, I look for opportunities to help others develop with action-oriented and motivational support.

WORK EXPERIENCE

CO-OWNER, VICE PRESIDENT

September 2010 - January 2021

Ruggers Rugby Supply, West Springfield, Massachusetts

Engineered turnaround of sporting goods business in fast-paced environment resulting in a 40% increase in corporate sales.

- Replatformed entire e-commerce presence by identifying and employing cutting edge technologies.
 - Pioneered a range of research and marketing and brand strategies including graphics creation.
 - Managed 50+ customer accounts on a continuing basis.
 - Tracked and analyzed progress and effectiveness of marketing campaigns using data including Google Adwords and Facebook with an average click-through rate of 16%.
 - Created an efficient and simplified system for production of custom goods and designed a breakthrough e-commerce site dedicated solely to this wing of the business.
 - Redesigned e-mail marketing procedures resulting in a significant improvement in customer engagement averaging an 11% click-through rate with extremely targeting marketing.
 - Worked closely with application developers to achieve unique e-commerce features including automatic tiered discounting to streamline customer's purchase experience.
 - Continually improved conversion rates across company's e-commerce sites.
 - Decreased lead times on customized gear by 2 weeks and drastically improved product quality.
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KRISTIN ANN THOMAS

TECHNICAL SKILLS

Adobe Illustrator & Photoshop
HTML & Wordpress
Shopify E Commerce
Klaviyo Email Platform
Google Business/Adwords
Machine Embroidery

COMMUNITY INVOLVEMENT

FIRST CHURCH LONGMEADOW

Leadership Team

Longmeadow, Massachusetts

2014-2018

Guided modernization and restructuring of rules and procedures in historic local church.

OPEN HEARTH ASSOCIATION

Board of Trustees & Development Committee

Hartford, Connecticut

2003 - 2005

Provided pro-bono services and fundraising opportunities to homeless shelter for men.

OLIVER ELLSWORTH INNS OF COURT

Hartford, Connecticut

2004-2006

Participated in professional society of Connecticut lawyers and judges following nomination by senior partner of law firm.

WORK EXPERIENCE continued

ATTORNEY

September 2002 - May 2005

Day Berry & Howard LLP, Hartford, Connecticut

Achieved position as a full time Associate following completion of rigorous summer program at firm which was the largest law firm in the State of Connecticut.

- Represented clients concerning labor and employment issues in state and federal courts in Connecticut and before the EEOC, the Connecticut Commission on Human Rights and Opportunities, Connecticut Worker's Compensation Commission, State of Connecticut Department of Labor and Connecticut Unemployment Compensation Commission.
- Managed more than 40 active cases at a time involving companies ranging from multi-national large organizations to small businesses.
- Advised clients regarding employee relations, employment practices and policies and compliance with state and federal employment and labor laws. Drafted and reviewed employee handbooks. Counseled employers regarding reductions in force, drug testing programs, workplace surveillance and sexual harassment policies.
- Negotiated and drafted employment and separation agreements, including agreements regarding or including severance pay and/or noncompetition and non solicitation obligations.
- Actively worked with firm's hiring committee and served as a formal mentor to first-year associate and summer associate.
- Member of the Diversity and Sensitivity Committee.

EDUCATION

JURIS DOCTOR (J.D.)

University of Connecticut School of Law, Hartford, Connecticut

Honors

BACHELOR OF ARTS (B.A.)

Smith College, Northampton, Massachusetts

Philosophy

Cum Laude with High Honors

PERSONAL DEVELOPMENT

WOMEN'S LEADERSHIP INSTITUTE

September 2014 - May 2015

Hartford Seminary, Hartford, Connecticut

Developed and enhanced leadership skills in an extensive year long program culminating in final leadership project and award of certificate from Hartford Seminary.
