

TATUM HARRISON

CONTACT



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EDUCATION

UNIVERSITY OF NORTH FLORIDA

Bachelor of Arts in English

Minor in Marketing

2019-2023

UNIVERSITY OF FLORIDA

Master of Arts in Mass Communications

Concentration in Digital Strategy

2024-2026

CERTIFICATIONS

GOOGLE ADS SEARCH CERTIFICATION

Issued June 2024

SKILLS

- Copy Editing
- Proofreading
- Canva
- Google Ads
- Microsoft Office Suite
- Writing Skills
- Critical Thinking
- Attention to Detail

COURSES

COPYWRITING FOR

DIGITAL MESSAGING

University of Florida

2024

COPYEDITING

University of North Florida

2022

SEARCH & DISPLAY ADVERTISING

University of Florida

2024

ABOUT ME

Social media manager enthusiastic about leveraging creative social media and marketing experience to support innovative campaigns and engage target audiences. With a strong foundation in digital strategy and customer care, I am eager to contribute creative content and effective CRM tools to connect customers with brands.

WORK EXPERIENCE

SEASONAL WORKFORCE MANAGEMENT ANALYST

Coach (May 2023 - Present)

- Analyzed and forecasted seasonal staffing needs for a 200+ employee retail organization.
- Developed and implemented workforce planning strategies to meet operational needs and objectives.
- Monitored real-time performance metrics and adjusted schedules to optimize resource utilization and maintain service level agreements (SLAs).
- Collaborated with HR, Operations, and Training departments to facilitate onboarding, training, and skill development initiatives.

CUSTOMER CARE PROFESSIONAL

Coach (2020 - Present)

- Managed a high-volume call center with over 5,000 weekly interactions.
- Resolved customer complaints and issues courteously and efficiently
- Collaborated with team members to meet or exceed customer service performance targets and KPIs.
- Maintained thorough and accurate records of customer interactions and transactions in the CRM system.
- Partnered with the Training and Communications team to develop new communication strategies and documents to better prepare customer service agents

SOCIAL MEDIA MANAGER

Wild Cloud (Jul 2024 - Dec 2024)

- Defined key performance indicators (KPIs) for social media campaigns
- Designed and implemented social media strategy to align with business goals
- Managed social media accounts, increasing the brand's reach by 300% within the first 3 weeks
- Suggested and implemented new features to develop brand awareness
- Researched keywords to promote our products and services
- Created and managed search engine marketing campaigns with Google Ads
- Monitored and analyzed web analytics and campaign performance

COPY EDITOR INTERN

UNF Spinnaker (Aug 2023 - Dec 2023)

- Enhanced the clarity and readability of 10+ articles per week by diligently proofreading, editing, and fact-checking content.
- Collaborated with writers, editors, and other team members to refine content and improve clarity, coherence, and readability.
- Utilized editing software and tools (e.g., Microsoft Word, Google Docs, Grammarly) to track changes, suggest edits, and provide feedback to writers.
- Developed a custom AP style guide used by editors and reporters within the organization to create a clear and concise voice across written works.

MARKETING INTERN

The Publishing Room (Jun 2022 - Nov 2022)

- Assisted in the development and execution of marketing strategies to promote children's and YA books to target audiences.
- Created engaging content for marketing materials, including social media posts, blog articles, email newsletters, and website content.
- Assisted in the production process of books, including proofreading manuscripts and editing for punctuation and clarity.
- Managed social media accounts, including scheduling posts and monitoring engagement metrics.