

TP

CONTACT

tatumpugh123@gmail.com
573.777.0395
www.tatumpugh.com

OBJECTIVE

Looking for opportunities that will allow me to grow into the best version of myself (as a storyteller, writer, social media savant and human being). Greatest loves include writing, cooking, traveling and learning. Missouri-born and bred but hungry to explore this glorious planet.

FOR REFERENCE

Justin Weber

iyoxton@gmail.com
716-572-9923

EDUCATION

Experience Lab at UC Berkeley

Fellowship in Digital Storytelling and Content Development
January 2020

University of Missouri

Bachelor's of Journalism - Convergence, Emerging Media
Dean's Lister
May 2019

TATUM PUGH

**Brand storyteller, content creator
& self-proclaimed master chef**

EXPERIENCE

Marketing Associate

Peanut Butter | Sept 2019 - Present | Chicago, Illinois & Buffalo, New York

- Championing integrated marketing communications including all digital channels, events and PR
- Planning and producing delightful content to boost engagement and convert suspects to prospects; prospects to clients
- Designing, executing and managing effective marketing campaigns to drive marketing qualified leads
- Building and maintaining consistent brand voice and image
- Problem-solving with the team as system expert for Wordpress, Mailchimp, Salesforce and Hootsuite
- Overseeing team of interns as marketing lead

Creative Lead & Video Producer

Relevant Youth | Aug 2018 - May 2019 | Columbia, Missouri

- Planned, photographed and edited strategic video content for numerous local businesses
- Produced high-quality, professional advertising material in alignment with brand guidelines and target audiences
- Served as creative lead for team of creatives to ensure consistent branding across all platforms

Content Producer & Writer

Think Biosolution | May 2018 - Aug 2018 | Dublin, Ireland

- Conducted extensive research on wearable technology and the smart clothing industry
- Pitched, wrote and copy-edited various white-paper articles covering a multitude of topics related to company's product and market
- Communicated thoroughly and consistently with company officers to ensure a clear and effective voice across all marketing collateral