



TATUM PUGH

Brand storyteller, content creator, SEO specialist

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, creator, SEO savant, and human being). Greatest loves include writing, cooking, traveling, and the Oxford comma.

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

EXPERIENCE

Content Marketing Specialist

Gorilla Logic | February 2021 - Present | Denver, Colorado

- Pitching, creating, and editing content based on targeted audience segments, industry verticals, and key personas including blogs, case studies, whitepapers, infographics, ads, landing pages, social media posts, emails, and more
- Championing organic marketing efforts through keyword research and competitor analysis to inform blog and webpage optimization and the creation of new SEO-backed content
- Producing content for demand generation activities to drive results for inbound and outbound marketing campaigns
- Transforming complex business and technical concepts into engaging, action-oriented marketing messages
- Effectively revamping marketing processes, such as the blog program, Instagram, and LinkedIn, through thorough analysis and creative problem-solving

Marketing Associate

Peanut Butter | Sept 2019 - Feb 2021 | Chicago, Illinois & Buffalo, New York

- Championed integrated marketing communications including all digital channels, events, and PR
- Planned and produced delightful content to boost engagement and convert suspects to prospects; prospects to clients
- Designed, executed, and managed effective marketing campaigns to drive marketing qualified leads
- Built and maintained a consistent brand voice and image
- Problem-solved with the team as systems expert for Wordpress, Mailchimp, Salesforce, and Hootsuite
- Managed team of interns as marketing lead

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 whitepapers and articles covering a multitude of topics related to the company's product and market
- Communicated thoroughly and consistently with company officers to ensure a clear and effective voice across all marketing collateral