

TATUM HENNESSY

tatumh@bu.edu | (480) -249-9101 | 185 Freeman St. Brookline, MA | www.linkedin.com/in/tatum-hennessy-772473264

EDUCATION

Boston University | Boston, MA

B.S Advertising, Minor Data Science

3.73 GPA

May 2026

BU AdLab

VP of Strategy

Dec 2024- Present

- Manage 15 client teams and provide feedback on strategic work for 40 students, including creative briefs, research reports, brand audits, and pitch decks, ensuring alignment with client objectives.
- Create and present decks for weekly strategy workshops and meetings to guide students through brief writing and research report development while providing one-on-one mentorship to student strategists.
- Present department progress reports at weekly meetings and coordinate cross-departmental goals with senior leadership to ensure agency-wide milestones are met on schedule.

Strategist - Capital One

Sept 2024- Dec 2024

- Conducted market research to devise data-driven insights for Capital One to increase digital appeal to students. Goal of showcasing Capital One's "Digital Toolbox" through a multi-platform digital campaign.
- Researched Capital One consumer behaviors and demographics through in-depth interviews with students aged 18-25. Designed and implemented a 20-question survey, analyzed 150+ responses using data visualization tools to extract actionable consumer insights and client recommendations that informed a multi-platform digital campaign strategy.
- Compiled and pitched research report, creative deliverables, and strategic recommendations to the client across 4 client meetings and 3 rounds of creative feedback.

BU AdClub

Head of Strategy

Dec 2024- May 2025

- Lead deliverable revisions, direct workshops, and mentor strategists across 10 client teams. Manage the creative brief writing process for 20 strategists and provide revisions and final approval on deliverables.
- Teach two workshops on brief writing, market research and developing actionable marketing strategies.

Copywriting Manager

Jan 2024-Dec 2024

- Oversaw the AdClub Blog's publishing by revising and editing over 15 submissions. Mentored copywriters across 10 client teams to improve quality of creative deliverables to clients.

BU TV The Wire News Program - National News Anchor

Jan 2023- Present

- Research, write, and report over 40 national news stories for a five-minute weekly segment reaching BU's student body. Read off the teleprompter and collaborate with tech crew to deliver hard-hitting stories on weekdays.

The Daily Free Press - Staff Writer

Sept 2022- Dec 2022

- Wrote news and lifestyle articles to increase student engagement on campus, reaching an average of 130k unique readers per month online and 3,000 readers per monthly paper publication.

EXPERIENCE

Innovate@BU - IDG Capital Innovation Center | Boston, MA

Mar 2024 - Present

Marketing Intern

- Rebrand Innovate@BU by managing website backend and devising site structure strategy to improve user experience. Lead the copywriting and optimization of 10+ high-traffic web pages, each attracting over 2.3k monthly views per page. Ensuring content alignment with updated brand voice.
- Develop strategy and content for the annual report to present yearly metrics to students and donors, equipping the institution with the data needed to make informed financial decisions.
- Compose automated email and web campaigns and conduct A/B testing of outreach strategies to promote associated programs and competitions. Leverage Google Analytics to track and report campaign performance metrics, providing actionable insights to enhance digital marketing strategies.

City of Scottsdale, McDowell Mountain Ranch Aquatic Center | Scottsdale, AZ

Jan 2020 - Dec 2023

Head Diving Coach

- Lead coach teaching classes for kids aged 6-18. Training new diving employees and managing dive meets.

SKILLS

- **Computer:** Proficient in Python, SQL, R, HTML, Microsoft Office, and Excel. Intermediate Rust, NoSQL, MongoDB.
- **Advertising & Marketing Tools:** WordPress, UTM, SEO, Active Campaign, Google Analytics, and Canva.
- **Languages:** Intermediate Spanish
- **Interests:** BU Triathlon Team, PADI Certified Scuba Diver, Concert Pianist, Springboard Diver, Cooking, Painting