

# TATUM HENNESSY

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## EDUCATION

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**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

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**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

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- **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