

# Carrington J. Tatum

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## EDUCATION

### **Texas State University**

B.S., EXPECTED MAY 2020

Mass Communications and  
Journalism with a Minor in  
Business

## EXPERIENCE

- **Google:** YouTube Channel Growth
- **University of Georgia:** Management Seminar for College News Editors
- College Media Association
- Investigative Reporters and Editors
- National Association of Black Journalists
- Python, SQL

1<sup>st</sup> Place: Editorial Writing,  
**Texas Intercollegiate Press Association**

1<sup>st</sup> Place: General News Reporting, **Society of Professional Journalists** (Region 8)

3<sup>rd</sup> Place: Commitment to Expression, **Foundation for Individual Rights in Education**

Stuart Long Scholar, **The Headliners Foundation**

## WORK HISTORY

### **The Texas Tribune | Reporting Fellow**

AUGUST 2019 – current

- Wrote enterprise and explainer style stories about Texas government, politics and policy.
- Live tweeted and wrote recap coverage of Texas Tribune Festival events and panels.

### **The University Star | Editor-in-Chief**

MAY 2018 – MAY 2019

- Oversaw all content for digital website and print publication with a 6,000 circulation.
- Managed an overall staff of 150 editors, reporters, photographers, and auxiliary departments.
- Oversaw coverage of the Texas State University campus and the city of San Marcos with an overall population of 63,000.
- Previous positions: columnist, photographer, assistant opinions editor, opinions editor, senior news reporter.
- Used **Hootsuite** to manage **Facebook**, **Twitter** and **Instagram** content and breaking news.
- Used **WordPress**, **HTML**, **CSS**, **JavaScript** and **PHP** to manage content and breaking news on website.
- Used a Nikon DSLR, Adobe **Lightroom**, **Photoshop**, **Premiere**, **Audition** to shoot, edit, record, and produce photos, videos, and podcasts.

### **Loud Speakers Network | Digital Marketing Strategist**

MAY 2017 - current

- Manage a **YouTube** channel of 700,000 subscribers and used **Google Analytics** and **Google Trends** to optimize content for **SEO** and **YouTube algorithm**.
- Generate analytic reports and interpret them into strategy and content goals for a portfolio of podcasts and YouTube shows.
- Manage Twitter and Instagram accounts and strategize the promotion of network content.