

TATUM A. DAVIS

EDUCATION

University of North Carolina at Chapel Hill (2025)

- Bachelor of Arts in Media & Journalism (Advertising & Public Relations)
- Bachelor of Arts in Communication Studies (Interpersonal Communication)
- Graduated with Distinction (GPA: 3.6)

EXPERIENCE

HIFI Agency

Content Strategist | May 2025 - Present

- Lead content strategy and execution across digital, print, and native channels, aligning messaging with client goals, audience insights, and client brand standards.
- Develop and implement content plans including website copy, campaign messaging, ad copy, email journeys, and editorial content tailored to each client's voice and objectives.
- Translate broader brand and marketing strategies into clear, actionable content frameworks that support integrated campaigns and consistent storytelling.
- Collaborate with designers, strategists, and account leads while leveraging audience and competitor research to inform content direction and optimization.

Marketing Intern | January 2024 - May 2025

- Write and edit blog articles for the company website, enhancing brand storytelling and SEO.

Davie Life Magazine

Intern | June 2023 - May 2024

- Developed and executed social media strategies for two accounts across Instagram, Facebook, and X.
- Collaborated with administration for content approval and ensured alignment with brand voice.

Hip Chics Boutique

Sales Associate | Nov. 2021 - May 2023

- Curated in-store displays and organized product placements to optimize the shopping experience.
- Assisted in social media marketing efforts, promoting seasonal product launches.

CONTACT

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VOLUNTEER WORK

Content Creator

Monet Richardson Community Foundation

- Developed content that effectively communicated the organization's message and engaged its supporters.
- Managed social media updates to raise awareness and increase engagement at the foundation's annual 5k.

Cheerleading Coach

Davie County High School

- Taught fundamental cheerleading skills and mentored young athletes in teamwork and leadership.
- Provided mentorship and leadership to young athletes in a supportive environment

SKILLS

- **Content Strategy & Writing:** Blog articles, press releases, social media copy, brand voice development, website copy
- **Digital Marketing & Platforms:** Instagram, Facebook, X, Meta Business Suite, Google Analytics
- **Project & Workflow Tools:** Asana, Microsoft Excel, Google Workspace
- **Creative Tools:** Canva, basic design for digital and social content