

# TATUM E. MARINO

Wyncote, PA • (860) 201-6715 • tmarino\_01@arcadia.edu

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## **EDUCATION**

### **Arcadia University, Glenside, PA**

Expected Graduation: May 2022

Bachelor of Arts in Media and Communications

Bachelor of Arts in Graphic Design

-Dean's Honors List Fall 2019, Spring 2020, Fall 2020

-Dean's Distinguished List Spring 2019

### **The Umbra Institute, Perugia, Italy**

Spring 2020

Italian semester abroad program

## **WORK EXPERIENCE**

### **STAMP Marketing and Communications Coordinator, Arcadia University**

Fall 2020 - present

- Executive Board Committee Member
- coordination and creation of posts and student stories via study abroad Instagram of 1000+ followers
- leading a team of 5 to run contests and content for the account feed
- completed marketing research to better our social media presence via SWOT analysis and algorithm analysis and presented to the Office of Study Abroad to set specific goals for improved engagement rates

### **Web Content Creation & SEO Analysis Intern, ISI Abroad**

Summer 2020

- creating and pillar page identification for building of new website and its content
- conducting projects related to SEO analysis
- presenting findings to executives of the organization for support of print and web materials, advertising schedules, and program analysis projects

### **LocoMag.com, Arcadia University**

Fall 2018, Spring 2021

- staff member of off-campus digital magazine
- writer/editor position: responsible for contribution to monthly pitches and edit one person's article per issue
- two-four submissions/edits per semester

## **SKILLS**

Photoshop, Illustrator, InDesign, writing, editing, Wordpress, social media analysis, SEO analysis, Canva

## **ACTIVITIES**

### **Arcadia University**

Study Abroad Mentorship Program - student mentor

Fall 2020-present

Women's Tennis Team - member

Fall 2019-present

*Awards:*

- Intercollegiate Tennis Association Scholar Athlete Award

2019-2020