

Tatum Spears

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EDUCATION

The University of Tennessee, Knoxville, Haslam College of Business

Bachelor of Science in Business Marketing

Major: Marketing Concentration: Digital and Visual Marketing Collateral: Sales

Cumulative GPA: 3.73/4.00

Dean's List, Spring Semester 2022, Spring Semester 2023, Fall Semester 2023, Spring Semester 2024, Fall Semester 2024

Knoxville, TN

Graduation: May 2025

PROFESSIONAL EXPERIENCE

RR Donnelley

Sales Intern

Atlanta, GA

June 2024-August 2024

- Prospected clients within my respective region via Salesforce by creating a drip campaign, email marketing, cold calling, and drop ins.
- Helped contribute to new and future ideas within the company's BDR program via presentation.
- Gained valuable insight into Sales Rep's success within RR Donnelley through collaboration.

Disco Clothier

Retail Associate

Chattanooga, TN

June 2021-August 2021

- Managed social media, sales, inventory, and customer service activities in order to provide value to retail customers.

St. Peter's Episcopal School

Mentee

Chattanooga, TN

February 2020

- Mentored by an elementary school teacher and had the opportunity to experience working in early childhood education. This allowed me to develop the skill of teaching and interacting with students.

CERTIFICATIONS AND AWARDS

Marketing Merit Award

Award Recipient

Knoxville, TN

February 2025-Present

- Received this certificate in recognition of my academic achievements over the past four years. This honor is awarded to top-performing marketing majors at the top of their class.

Photoshop 2025 Essential Training

Certification

Knoxville, TN

February 2025-Present

- Completed the 12-hour Photoshop 2025 Essential Training course, mastering core features and concepts for efficient and effective use of Photoshop.

Critical Thinking with Excel Badge

Badge Recipient

Knoxville, TN

November 2023-Present

- Earned the Critical Thinking with Excel Badge by analyzing data, considering approaches to problem-solving, and using highly qualified skills within Microsoft Excel.

RELEVANT PROJECTS

A Place at the Table

Volunteer

Knoxville, TN

August 2022-Present

- Frequently attend A place at the Table on Monday evenings where we are able to serve meals to those in need.
- Assist in setting up, serving the food, and cleaning up after the event.
- Developed meaningful relationships with the people at a Place at the Table.

Marcomm Club

Member

Chattanooga, TN

August 2019-May 2020

- Contributed to the school marketing and communications team through the social media and technology needs. Learned how to market to a particular audience through photography and social media.

Delta Delta Delta, Delta Sigma Chapter

Member

Knoxville, TN

August 2021-Present

- Participated in fundraising events throughout the academic year which accumulated to \$153,668 raised by Delta Sigma for St. Jude Children's Hospital.
- Organized independent fundraising through representation of Delta Sigma to contribute to St. Jude Children's Research Hospital.

INTERNATIONAL EXPERIENCE

Lorenzo de Medici Institute

Study Abroad Program

Florence, Italy

June 2023

- Attended a study abroad program during Summer I term in Florence, Italy where I had the opportunity to take a cooking class focused on current Italian food trends.

Peruvian Elementary School

Volunteer Experience

Cusco, Peru

June 2017

- Involved in a school clean-up in Cusco, Peru where I had the opportunity to organize, clean, and paint at a small elementary school.