

TENILLE TUBBS

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EDUCATION

WASHINGTON UNIVERSITY IN ST. LOUIS | CLASS OF 2020 | GPA: 3.4/4.0 | DEAN'S LIST FALL 2019

MAJORS: Psychology, Marketing | MINOR: Women, Gender, and Sexuality Studies

SKILLS & CERTIFICATIONS: Google Analytics Certification, Microsoft Excel, Google Suite, Adobe Photoshop, Slack

MARKETING EXPERIENCE

SOCIAL MEDIA INTERN, WASHINGTON UNIVERSITY OFFICE OF PUBLIC AFFAIRS

ST. LOUIS, MO | MAY 2018 // MAY 2020

- Wrote and scheduled daily content for university platforms including Facebook, Twitter, Snapchat, Instagram and LinkedIn.
- Designed and implemented several Snapchat and Instagram stories for over 5k viewers.
- Developed university's content calendar, community involvement, and crisis management strategies alongside the Director of New Media Strategy.
- Spearheaded restoration of the 'Humans of WashU' campaign by selecting and interviewing students, as well as editing and selecting featured photos and passages to create a cohesive and authentic series.

BRAND MANAGEMENT INTERN, MOROCH

DALLAS, TX | JUNE 2019 // AUGUST 2019

- Outlined creative strategy for monthly, competitive, and grand opening promotions across 100+ locations for Planet Fitness, one of Moroch's largest clients.
- Worked with creative team to version digital, cable, and broadcast assets specific to over 10 local markets.
- Conducted background competitive research to support national RFP agency consolidation pitch.
- Built and edited landing pages for 45 local co-ops, implementing a cohesive brand standard across all sites.

RESEARCH ASSISTANT, CONSUMER BEHAVIOR AND DECISION SCIENCES LAB, OLIN BUSINESS SCHOOL

ST. LOUIS, MO | JANUARY 2018 // DECEMBER 2018

- Facilitated experiments and research by instructing and implementing studies of up to 100 participants.
- Collected and analyzed data, and assisted in daily maintenance of the lab.
- Discussed improvement of methodology in weekly meetings and analyzed articles relevant to lab research.

LEADERSHIP EXPERIENCE

HEAD OF INTERNAL BUSINESS, THURTENE HONORARY

ST. LOUIS, MO | OCTOBER 2018 // MAY 2020

- Planned the oldest and largest student-run carnival in America with a team of 12 other students.
- Recruited, guided, and managed up to 17 student groups on campus in hosting booths or building facades for the carnival.
- Manage all deadlines and goals for groups by functioning as primary communicator between student groups and the honorary.

STUDENT ADVISOR, WASHINGTON UNIVERSITY CAREER CENTER

ST. LOUIS, MO | APRIL 2018 // MAY 2020

- Served as point of contact for university career center, which meets the needs of over 7,000 undergraduate students and over 130,000 alumni.
- Reviewed resumes, cover letters, CVs, and provided career guidance and advice for all students and alumni.
- Coordinated schedules and appointments of over 20 career advisors, connecting them with students interested in corresponding industries.
- Supported visiting employers for on-campus info-sessions and events.

CAMPUS INVOLVEMENT

- Pi Beta Phi, Policy and Standards Board Member | January 2018 // May 2020
- Black Senior Alliance Executive Board, Secretary | August 2019 // May 2020
- Heart for the Homeless, Volunteer Health Educator | August 2017 // December 2019
- Each One Teach One, Volunteer Tutor and Mentor | August 2017 // December 2017