

LeeAnna Tatum

social media manager
freelance writer

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www.carefreewriting.com

"I've had plenty of articles and interviews done on me, this is probably the best. Kids are my heart, LeeAnna Tatum! Thanks and great job!"
-Buddy Mays

Southern Soil Magazine: Publisher/Editor/Writer

Jan 2018 - present

Established an online magazine focused on local, sustainable food systems in Southeast Georgia. Worked with web designer to create website. Established social media presence.

Continue to create content for website, blog, social media and bi-monthly magazine. Write articles, conduct interviews, edit articles submitted by others, work with advertisers, curate content.

Highlighted accomplishment: creating a magazine and a brand from scratch. Taking an idea from conception through to a completed product, developing every aspect of the business and laying the groundwork for growth. Seeing a dream come to life!

Freelance Writer and Social Media Manager

Aug 2015 - present

Work with clients to produce content for print, web and social media. Create compelling, key-word rich content for the web and social media. Develop unique original posts for social media integrating text, graphics, and or video. Conduct interviews and research material for content. Blog about relevant subject matter with an aim to provide value to readers and improve SEO and visibility for client. Write press releases, prepare media kits, and pitch stories of value on behalf of clients to media. Manage social media accounts. Stay current with trends.

Work with newspaper editors to write articles as assigned and meet deadlines.

Highlighted accomplishment: increasing a client's Facebook audience from 1,645 likes to more than 42,000. Created video for client with over 21 million views and more than 6 million interactions.

Staff Writer, The Claxton Enterprise

Sept 2014 - July 2015

Met weekly deadlines for stories and advertising. Conducted interviews and research for feature stories. Covered local events and public meetings. Contributed as guest columnist. Assisted with layout and advertising design. Proofread paper weekly prior to print.

Highlighted accomplishment: writing an article, "Local woman receives Lincoln Award in D.C." that was republished in multiple newspapers and magazines around the country.

"LeeAnna is a creative writer who can snag the reader's attention with just a few words and take them on a wonderful journey..."
Sarah Gove, Editor, The Claxton Enterprise

Nonprofit Consultant

July 2010 - present

Evaluate business practices and procedures, office management, and financial records. Aid with the establishment of procedures and protocols, provide problem solving and project assistance. Provide assistance to nonprofits and small businesses with organizational and/or management issues.

Highlighted accomplishment: establishing the protocols and procedures to enable an organization to continue their school with a strong foundation to enable growth and lay groundwork for accreditation.

Assistant Director, Southern Political Science Association

Aug 2007- Dec 2009

Assisted the Executive Director and the Executive Council with all aspects of managing the business of the Association.

Responsibilities included: Financial Management (budget preparation and banking; preparation of financial reports, accounts payable and receivable, conversion of prior manual accounting records to Quickbooks to improve financial analysis), Information Coordination (general correspondence, website updates, newsletters, and mass emails), Conference Management (exhibitor/advertiser sales, Banquet & Event Order preparation, registration coordination, staff supervision, and hotel Events Coordinator liaison), and Office Management (oversee and coordinate daily operations of the central office).

Highlighted accomplishment: brought the organization into the 21st century by computerizing financial accounting and establishing procedures and protocols to allow the office to transfer seamlessly from one institution to another each time a new Director was elected.

Education

Master's Degree in Public Administration
Georgia Southern University
Degree conferred July 2009

Bachelor of Arts Degree in Political Science
Georgia Southern University
Degree conferred May 2007

Associate of Arts Degree in Business
Administration and Economics
East Georgia College
Degree conferred May 2005

Skills and Attributes

- creative writing • good sense of humor
- active listening • telecommunication
- coordinating with others • interviewing • graphic design • video compilation and editing • supervising and leadership
- working autonomously • collaborating with others • meeting deadlines • working under pressure • research • staying current with trends and new developments
- professional writing • journalistic writing • inquisitiveness

I didn't get to the profession of writing quickly – I took a rather circuitous route to get here. As is often the case in life, those seemingly random twists and turns were there for a reason.

They have brought me here, to this place where *passion* meets *purpose* and *experience* intersects with *inquisitiveness*.