

Tatum Hendricks

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Dynamic Fashion Business Management graduate, eager to secure a position in global marketing, digital marketing, or PR within the beauty industry. Passionate about leveraging expertise in sales, marketing strategies, and client relations to drive brand success and innovation for a leading beauty company.

EDUCATION & HONORS

Fashion Institute of Technology, Jay and Patty Baker School of Business and Technology *Bachelor of Fashion Business Management 2024*

Major: Fashion Business

Relevant Coursework: Sales Management, Business Communications, Merchandising Strategies, Fashion Marketing Case Studies, Global Merchandising, Product Development, Fashion Inventory Management

Academic Honors and Awards

- **FADC 2020** - Member of the Fashion Design Club, fostering interdisciplinary student connections. Organized exclusive design contests and professional sessions, promoting educational and professional growth in the fashion industry.
- **FHS Senior Leadership Seminar Participant 2019** - Researched national issues and presented findings during a D.C. trip. Engaged with government leaders on topics like mass shootings and U.S.-China policy, enhancing critical thinking and communication skills.

PROFESSIONAL EXPERIENCE

LELET NY, New York, New York *Marketing PR and Press Coordinator* *July 2024 - Present*

Spearhead all press and media efforts to elevate Lelet NY's visibility in the luxury beauty space. Develop and distribute press releases, manage editorial outreach, and build strong relationships with key media contacts. Planned and executed a successful holiday pop-up to drive engagement and amplify brand presence. Oversee social media channels, create content, and manage campaigns to ensure a cohesive digital strategy. Act as the primary contact for all PR inquiries, securing high-profile features and coverage. Occasionally model for brand campaigns, embodying the brand image and contributing to authentic storytelling.

EMG Models, New York, New York *Model* *January 2023- Present*

Representing EMG Models, delivering high-quality results in e-commerce, print campaigns, and NYFW runway shows. Known for professionalism, punctuality, and building strong client relationships, collaborating with corporate clients and agents to manage bookings and contracts. Adapting seamlessly to diverse modeling environments, enhancing brand image and presence.

Oak Hill Country Club *Marketing Intern* *May 2023*

As the Corporate Marketing and Ticketing Intern for the PGA Championship, I executed impactful, client-facing engagement strategies alongside the Director of Membership & Communications to maximize corporate revenue for the event. Utilizing Google Analytics, I captured and analyzed data on audience engagement, ticket sales trends, and campaign performance metrics. This approach contributed to record-breaking ticket sales, with tickets officially sold out and 225,000 spectators. Played a key role in developing marketing collateral, including promotional materials and email campaigns, which significantly enhanced event visibility and engagement. Contributed creative ideas and solutions that were implemented across various marketing channels.

Banana Republic, New York, New York *Styling Consultant* *Sep 2022 - Jan 2023*

I catered to our discerning clientele seeking luxury experiences, delivering comprehensive and personalized services. This encompassed engaging clients, setting objectives and goals, providing expert styling advice, managing procurement and sales processes, and crafting tailored communications. My efforts were dedicated to fostering enduring client relationships and expanding my client portfolio. Leveraging BR Atelier, I efficiently scheduled exclusive one-on-one appointments and proactively cultivated robust client connections.

Zimmer + Rohde Manhattan, New York, New York *Sales Representative* *Mar 2022 - Nov 2022*

Accomplished Interior Design Sales Representative at Zimmer + Rohde, Manhattan. Elevated client experience and ambiance through expert product guidance. Key contributor to increase client expenditures in notable projects like Soho House Miami Roofdeck. Proficient in Product Management, Visual Merchandising, and other relative technology tools. Strong track record in fostering collaborative teamwork within Customer Service operations.

LEADERSHIP & ACTIVITIES

Study Abroad Program in Art History | St. John's University, Rome, Italy *May 2023 - June 2023*

Explored Renaissance and Contemporary Art. Enhanced Italian language skills through immersion. Developed global perspective and adaptability.

Volunteer Experience: Provided support at Ronald McDonald House (2017-2022), contributed to NYC community initiatives with New York Cares (2021), and dedicated volunteer for animal welfare at Waldo's Rescue (2022).

SKILLS

Google Suite • Digital Marketing • Microsoft Office Suite • Content Creation • Adobe • Excel
Client and Prospect Engagement • Relationship Building • Account Management • Team Player Mentality