

TINSLEY HASTINGS

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EDUCATION

- 2017-2019 Texas Christian University
Masters of Science- Strategic Communications
- 2013-2017 University of Mississippi
B.S.- Integrated Marketing Communications
Minor: Business Administration

PROFESSIONAL EXPERIENCE

Content/Digital Intern

Huckleberry Branding
Nashville, TN
May 2018-August 2018

- Created a customizable marketing report template for an inbound marketing effort.
- Wrote blogs for clients over various topics (interior design, pharmaceuticals, branding etc.)
- Provided monthly marketing reports with relative insights.

Graduate Assistant

Texas Christian University
Strategic Communications
August 2017- current

- Provide professor with assistance in Desire2Learn through monitoring course modules as well as grades.
- Work as a communicator between students and the professor with questions regarding homework, exams, and projects (creative briefs)

Public Relations Intern

University of Mississippi
Communications Office
August 2016-December 2016

- Wrote news releases regarding various school programs and awards.
- Researched organizational social media policies and practices aiding UM Communications social media team.
- Helped compose live tweets for UM Investiture

Campus Marketing Representative

Insomnia Cookie Company
August 2015-December 2015

- Planned events, samplings and drop-offs to market new products.
- Reached out to various student groups to build brand awareness
- Sourced appropriate fundraising and charity opportunities.

Field Operations Intern

St. Jude Children's
Research Hospital/ALSAC
May 2015-July 2015

- Created and executed marketing campaigns for the St. Jude Walk/Run to End Childhood Cancer.
- Assisted Regional Development Representatives in fundraising events throughout Tennessee and Kentucky.
- Effectively cultivated donors and problem solved concerns ensuring a quality experience for over 2 million St. Jude donors, resulting in over 2.3 million dollars in revenue

ACADEMIC AWARDS

- 2016 Capstone Campaign Course Winner for St. Jude Graduate School for Biomedical Sciences
- Mortar Board, Order of Omega, Lambda Sigma Honors and Service Society, Dean's Honor Roll, Spring Semester 2015 Account Planning Pitch Winner

LEADERSHIP

- **Chi Omega Fraternity:** Secretary
- **Ole Miss Big Event:** Public Relations Coordinator (2016-2017)
Co-Director of Projects (2015-2016)
- **Mortar Board:** Director of Communications- Tassels Chapter
- **Ole Miss Student Alumni Council** Member

SKILLS

Microsoft Office, Social Media, Adobe Suite, WordPress