

Jayson Tatum

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Professional Summary

Hard-working marketing BA graduate with experience in customer relations and marketing analytics looking to advance career in the US professional environment. Looking to gain further experience in marketing and sales. Fully authorized to work in the US beginning in July 2025.

Work Experience

MARKETING ANALYTICS ASSOCIATE | SUPERVALU | AUGUST 2024 - PRESENT

- Analyzed performance metrics and created weekly reports to senior marketing team for implementation in both traditional and digital medias.
- Utilized CRM to effectively record trends, new marketing implementations and created targeted reports. Was asked to train new hires on internal CRM layout within two months of being hired.
- Assisted in developing targeted digital media content utilizing Canva while tracking engagement and trends resulting in 20% year over year increase in engagement.

RESTAURANT SERVER | CORN ON THE COBH | JUNE 2022 – MAY 2024

- Trained in EU food health and safety regulations to maximum industry standard (HACCP).
- Worked up to 50 hours a week while maintaining high level of customer satisfaction in a fast-paced and demanding environment. Maintained 20 hours per week while studying full time.
- Oversaw balancing cash flow of approx. €5000 nightly.

Education

BACHELOR OF ARTS IN MARKETING | JUNE 2024 | DUBLIN CITY UNIVERSITY, DUBLIN

- Received Honors Approx. 3.7 GPA
- Relevant modules: Intercultural Communications, E-Commerce Marketing, Social Media Marketing
- Thesis on “Comparing modern Irish and American Marketing Strategies” which included significant research into social media practices, differences in typically utilized KPIs and creative differences.

Achievements and Interests

- Fluent in English and Irish, conversational in Spanish
- Highly proficient in Canva, Squarespace/Wix, Google Analytics, Photoshop and social media platforms
- Proficient in Microsoft and Google Suites, Excel, Salesforce