

# portfolio

Tatum Hardin  
public relations



2021

# HEY THERE!

To whom it may concern,

The interactions between people and art are much like the connections we have with each other. Personal, important, and holds the ability to make waves within a community. Being able to showcase, the connection through videos, photographs, and social media is a great pleasure. In collaboration with Cultivate 7Twelve of Waco, I created social media content, promotional videos and worked in event management. My photography and design skills were heavily utilized in the efforts of building the brand's image. My efforts resulted in higher follower engagement, consistent branding and an increase of followers.

While expanding the brand of Cultivate 7Twelve, I was also working with Renovation Church in Waco, TX. Renovation Church's desire was to build a social media platform that looked professional and aesthetically pleasing. Under my supervision the account grew 591% and engagement increased. I was able to lay a solid foundation through my consistent, twice a week posts.

Through my work, I hope to create effective and professional content to grow your audience. I am confident that my diligent work ethic and organizational skills will allow me to aid your company in a multifaceted way.

Kindly,

Tatum Hardin

# TATUM HARDIN

Waco, TX | P: 623-695-8192 | pvtatum@gmail.com

## EXPERIENCE

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### CULTIVATE 7TWELVE – Waco, TX

*Event Coordinator and Public Relations Manager*

*Jan 2021 – Present*

- Manages and communicates with 200+ clients, vendors, artists, organizations, and city professionals for various events including corporate events, wedding, conferences and fundraisers.
- Creates personal relations with clients to help them realize their goals and dreams for an event.
- Designs, organizes, and manages event setup and take down.
- Spearheads social media initiatives and material that is used in grant competitions.
- Crafts new releases and manages public image.
- Creates promotional videos, podcasts, and advertisements.
- Oversees the intern staff and oversees new website design.
- Keyholder and in charge of opening and closing shirts, events, and artist inventory management.

### CULTIVATE 7TWELVE – Waco, TX

*Public Relations Intern*

*January 2021 – May 2021*

- Created social media campaigns that increased online traction by 30%.
- Quickly and efficiently created media alerts, post media alerts, backgrounders, FAQ sheets, new releases and blog posts in a timely manner to uphold the public reputation.
- Educated customers on new products and policies of the company.

### COMMON GROUNDS – Waco, TX

*Barista, Shift Lead*

*July 2020 – May 2021*

- Provided highest level customer service every shift while accurately and swiftly conducting financial transactions.
- Created beverages while adhering to recipes provided to ensure consistent and excellent quality product.
- Educated customers on new products and policies of the company.
- Trained and managed new employees.
- Monitored register and closed register drawer every shift.

### RENOVATION CHURCH - Waco, TX

*Social Media Intern*

*March 2019 – Feb 2020*

- Developed and maintained social media. Experienced followers growth of 40%.
- Photographed sermons and promotional events.

### MAGNOLIA PRESS – Waco, TX

*Barista and Food Handler*

*Dec 2019 – March 2020*

- Interacted with 200+ guests daily for prolonged hours while displaying a friendly attitude.
- Memorized and strictly followed various baking recipes to provide quality pastries.
- Organized and handled inventory.

### UNSHAKEABLE MILKSHAKES - Waco, TX

*Key Holder*

*Aug 2019 – Dec 2019*

- Worked on launch of business and served as key holder.
- Helped to develop systems within the business as well as assisted with their social media.

## EDUCATION

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### BAYLOR UNIVERSITY – WACO, USA

*Aug 2018 - Present*

Bachelor of Journalism, Public Relations  
Minor in Business Administration  
Class of 2022

## ADDITIONAL

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**Technical:** Adobe Creative Studio, Java

**Languages:** Fluent in English; Conversational Proficiency in Chinese and Spanish

**Certifications & Training:** Food Handlers Certification, Excel Associate Certification



# TATUM HARDIN

## PUBLIC RELATIONS

### PERSONAL PROFILE

Function and design are my forte. As a self-starter with a passion for leadership and community, I strive to leave a positive impact on the people and spaces around me.

### EDUCATION

Baylor University  
Bachelors in Journalism,  
Public Relations  
Minor in Business Administration  
Class of 2022

### CONTACT INFO

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LinkedIn: [tatumhardin](https://www.linkedin.com/in/tatumhardin)  
Website: [tatumhardin.com](http://tatumhardin.com)

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*Key Holder, Aug 2019 – Dec 2019*

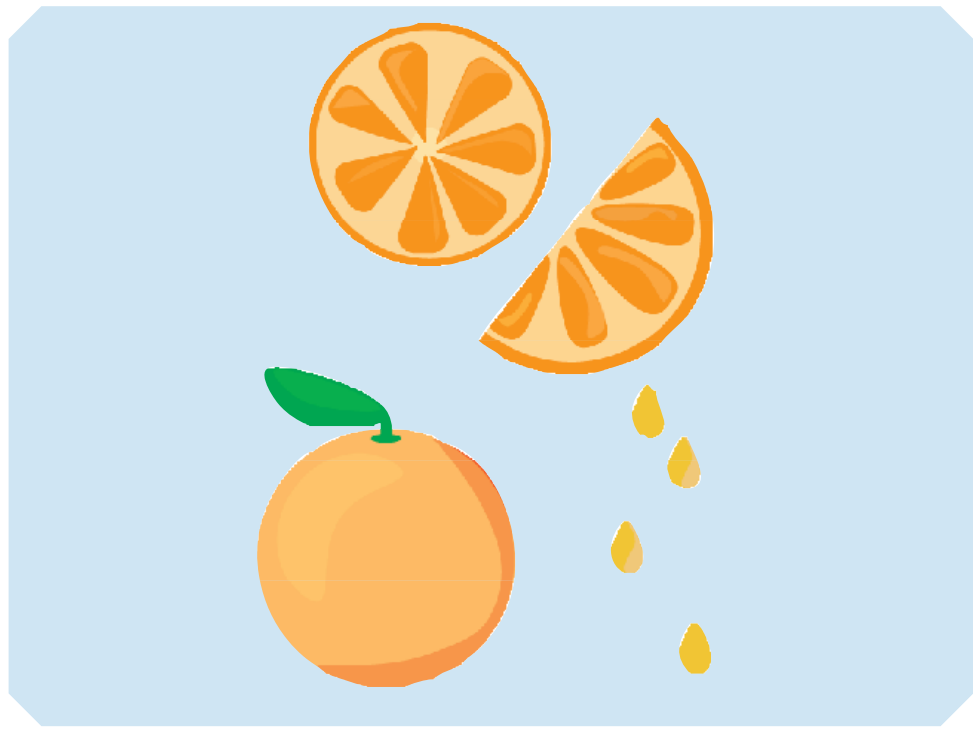
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SOCIAL MEDIA  
WRITING

graphic design

ILLUSTRATIONS  
POSTERS



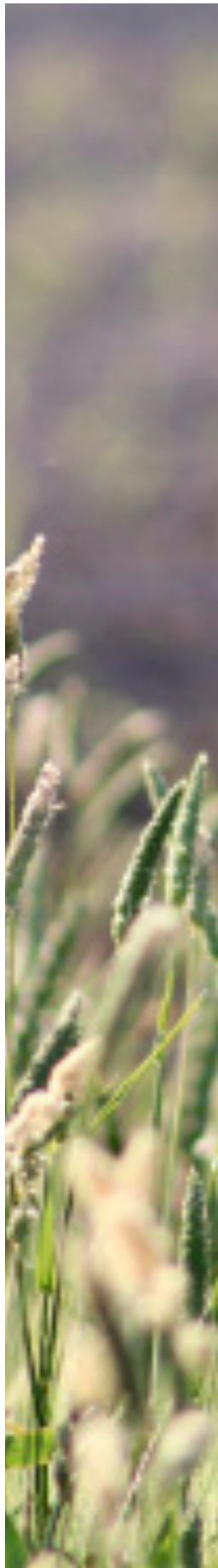


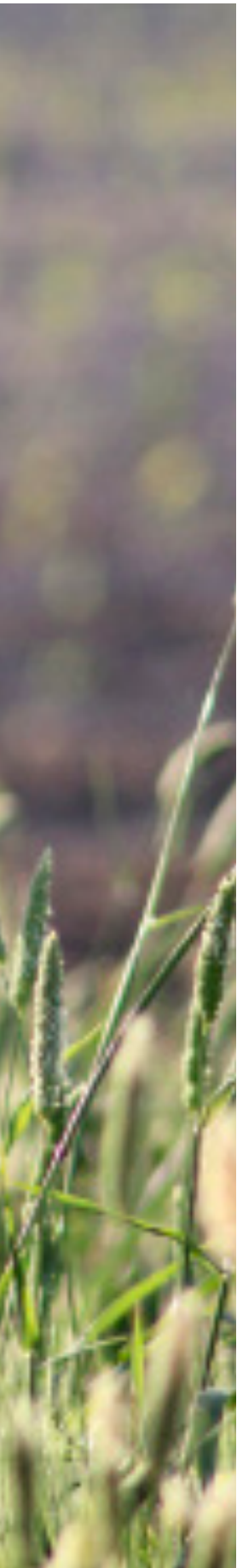


# photography

PORTRAIT  
NATURE  
PRODUCT









# social media

WACOVIEWS

CULTIVATE 7 TWELVE

media analysis

RENOVATION CHURCH

# WACOVIEWS

I created Wacoview in the summer of 2019, as a way to express myself creatively and explore Waco. The account is an intended resource for incoming Baylor students. Wacoviews highlights popular stores, restaurants, and landmarks within the college community.

Posts from this account have been featured on Baylor University's Instagram multiple times. Wacoviews has also formed relationships with multiple local businesses.



**wacoviews** Follow Back

58 posts 252 followers 126 following

**Waco Views**  
Local Business  
☆ Little things that make Waco one great place ☆  
Followed by kimberlynballey-smith, wafflechicwaco, and glorybellchurch

# CULTIVATE 7 TWELVE

I started working at Cultivate 7 Twelve in January of 2021. I began as a public relations intern and quickly rose into the position of social media manager and public relations director.

During my time at Cultivate, I created a customer brand experience that is cohesive with the social media of the business.

I launched various social media campaigns and series that spiked engagement. Our follower count is steadily increasing, and have been able to avoid stagnant media activity.

The following page is a social media analysis of the Instagram from the beginning of my time running the Instagram.







# Cultivate 7Twelve

## Audience analysis and communication plan

Cultivate 7Twelve is a local art hub that features a main gallery and also serves as an event space. After analysis, a typical audience member is a middle-aged woman that is local to Waco, Texas. She would also be in the upper to middle class with some disposable income. In terms of psychographics, she would favor quality items and social events.

### Research

The main goal of social media is to increase the reach and exposure of the content. In addition, increasing engagement would boost the level of exposure. When looking at previous social media activity, the posts have averaged 2-4 times per week with a general color scheme connecting the posts. This has come with the addition of a new social media manager. Looking forward into the past few months, the posts have become more frequent but the content has changed. The transition has occurred from photograph to more graphics. In addition, there is not one theme that flows throughout the feed, creating sychinched branding. This should be remedied through the continuous use of the brand colors. The highest interaction and viewership occurs with posted videos. It would seem incredibly valuable to add videos into the scheduled content.

### Action

The desired effect of the content is to persuade the audience into thinking that Cultive 7Twelve would be the perfect space for their upcoming event. Considering the audience, the space should be highlighted as a bright, colorful, yet sophisticated space that would be great for any event on the professional spectrum, including conventions and weddings.

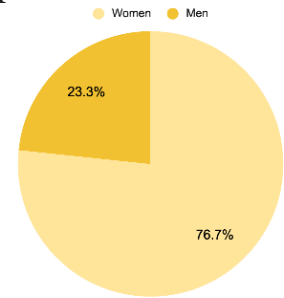
### Communication

- To increase viewership more engaging content that requires action should be posted.
- Questions in comments, Instagram stories survey, interactive contests
- Posts highlighting event spaces and ideas
- Posts create fun, yet professional space
- Advertisements for conference space
- Press release written by public relations intern
- Instagram posts highlighting conference space and options
- Instagram Reelz and Instagram TV
- Responding to all comments will create a two-way dialog within the community. Opening up the door for further communication.

### Evaluation

To measure the success of these actions Instagram insights will be closely monitored. The sentiments behind comments and interactions with the posts will be taken into consideration. The social media team will also consider and evaluate the actions that were successful and what should be changed in the future.

### Gender



### Age

13-17	0.3%
18-24	13.4%
25-34	35.3%
35-44	27.3%
45-54	13.5%
55-64	7.2%
65+	3.1%

### Follower Count

Jan. 2021	Followers: 4699 Number of Posts: 441 Likes Per Post: 50
March 2021	Followers: 4781 Number of Posts: 467 Likes Per Post: 43

### SWOT analysis

<b>Strengths</b> <ul style="list-style-type: none"> <li>A committed community and following.</li> <li>Loyal customers.</li> <li>Knowledgeable and creative staff</li> <li>Great, downtown location</li> <li>Quality art and well designed building with historic charm</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>Niche market</li> <li>Not seen as a main event space</li> </ul>
<b>Opportunities</b> <ul style="list-style-type: none"> <li>Can grow engagement and viewership</li> <li>Use insights to direct content</li> <li>Offer unique services and look for events</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>Large well established event venues that serve as competition.</li> <li>Limited budget</li> <li>Financial effects from COVID-19</li> </ul>

# RENOVATION CHURCH

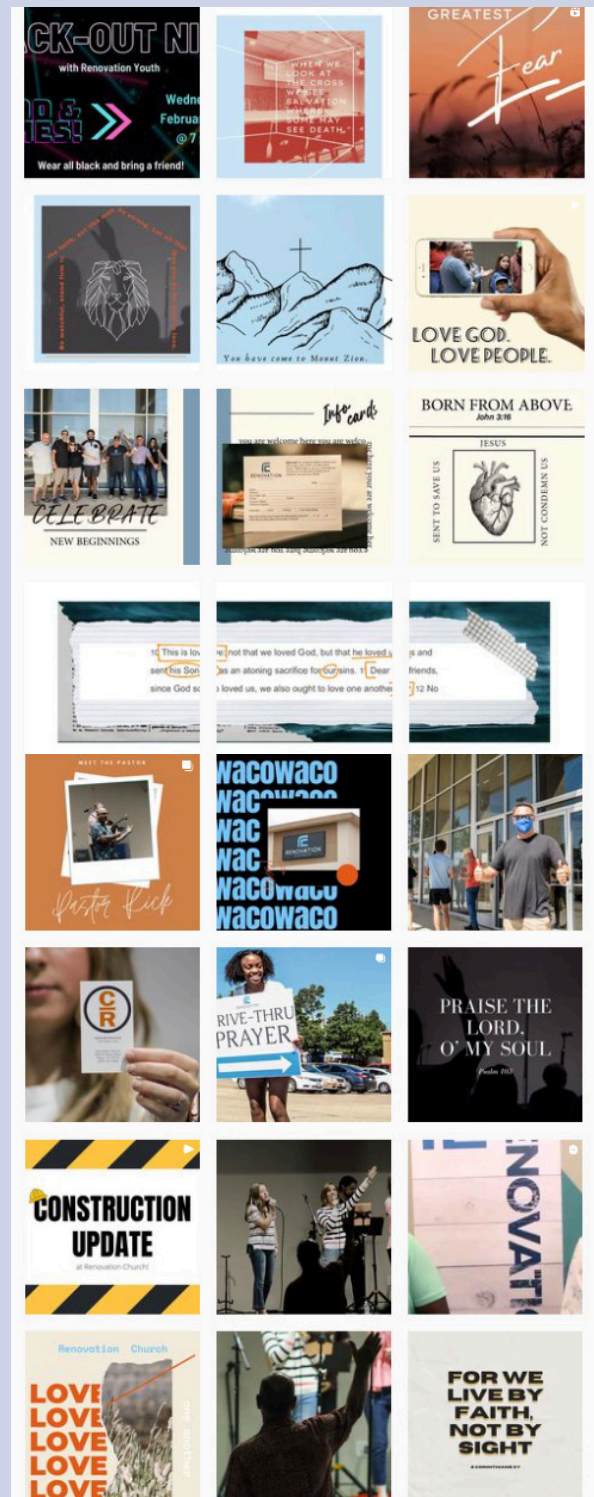


I had the privilege of growing Renovation Church's Instagram. This brand new church plant in Waco, Texas needed help to create a cohesive, easy to navigate Instagram page. From July 2020 to February of 2021, I posted cohesive, visually appealing content that engaged the viewer. From questionnaires in Instagram stories to visually appealing videos, we aim to create content that is appealing towards every generation.

In addition, I created weekly sermon recaps for those that were unable to attend Sunday service as an effect of COVID-19. These recaps included the worship setlist, sermon highlights and Bible verses.

Follower growth:

July 2020	23
February 2021	159
	<b>+591% increase</b>



writing

BLOG POST

NEWS RELEASES

PORTFOLIO LINKS

# Drawing Beauty From Tension



Sean Oswald painting the final touches on his piece for the upcoming show with Cultivate 7Twelve. (Tatum Hardin/ Cultivate 7Twelve)

Sean Oswald will be partnering with Cultivate 7Twelve as he premieres his new art collection. The work will be displayed beginning March 3, 2021, at his VIP opening and will continue through the following First Friday.

Oswald will be joining with Cultivate to put on an event entitled “The pint, the pipe, and the cross.” Here spectators will be able to partake in an “artist talk” that will be accompanied with a pint, followed by pipes on the back patio.

From an early age, Oswald knew he was destined to spend his life filling the canvas. Many of his childhood years were spent in museum art classes. Sean’s parents saw his natural ability for art and encouraged him throughout his adolescence.

Into early adulthood, Oswald continued to hone his craft while he also found community within the church. These years were a continuous conversation on the

tension between fine art and religion.

Settling in Waco gave him the ultimate chance to find his place within the tension. His collection being showcased at Cultivate is the fruit of his journey, and way to communicate his reality.

When looking at his art, Oswald hopes you will see more than just the face value.

“If it was about the imagery then perhaps I would just photograph it,” Oswald said. “It’s about the space and shape relationships, abstraction and the layering.”

In this collection, you’ll find the meaning of his work surpasses the figures that are etched on the canvas. Intention and storytelling are found in each brush stroke.

With divine irresponsibility as the common thread linking together the work, the pieces are a representation of looking past the physical world and “radically trusting God,” Oswald said.



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FOR IMMEDIATE RELEASE

## MAKING UP FOR LOST TIME

Cultivate 7Twelve is jumping back into action after having to press pause during the COVID-19 pandemic.

WACO, Texas, April 15, 2021- Small businesses all over the nation were negatively affected by COVID-19, with Cultivate 7Twelve being no exception. Cultivate is making up for lost time and springing back into action by announcing a new era entitled, “Renewal.” The era of Renewal will serve not only as a time to resume old activities, but also make new improvements.

When the lockdown was announced a sense of fear ran through the team at Cultivate. With an unknown future and a desolated studio, the team dreamt up ways to reach people in the midst of lockdown. As a result, the team grew their online presence and interacted with the Waco community online.

As COVID-19 restrictions continue to loosen around the country, Cultivate is able to reopen their doors. Sarah Beth Rodgers, the manager of Cultivate, comments on the pandemic noting that there was much pain, but also growth. “It has made us as a people more resilient,” Rodgers said. This theme runs through the veins of the era of Renewal. Oxford languages defines renewal as, “an instance of resuming an activity or state after an interruption.” This is how Cultivate is choosing to respond after such a devastating interruption, they are holding onto hope and turning their dreams into realities.

The first improvement that has been made is to the inventory. Cultivate is curating locally sourced products that fit the needs of their clientele. This includes the addition of Quintessence, a homemade candle and sticker company, Lauren Ferrell Designs, handcrafted jewelry from Tyler, TX and Celebrate Daydreams, a sticker and notecard business. Cultivate is continuing to look for local artists that are wishing to display their work.

Cultivate 7Twelve encourages anyone interested to drop by the gallery and take a look around at what Cultivate is doing. Many events are open to the public including First Friday and various shows that highlight local artists. For updates on events and new products one can visit Instagram @Cultivate712.

Cultivate 7Twelve is a local art hub for artists local to Waco, Texas. It features a gallery that showcases various local artists and provides a space for them to sell their work. In addition, Cultivate 7Twelves resides in a beautiful historic building that is available as an event space. Studio spaces are also available for rent for a monthly fee. For more information please visit [www.waco7twelve.com](http://www.waco7twelve.com)

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## SHARE A DRINK WITH US!

Sean Oswald is debuting his new art collection entitled “The Pint, the Pipe, and the Cross” at Cultivate 7Twelve.

WACO, Texas, March 5, 2021- Cultivate 7Twelve welcomed their newest collection and it is ready for you to view! This 14 piece collection is entitled, “Divine Irresponsibility.” It provides a glimpse into how Oswald intertwines personal life and religion. This collection is available to tour Thursday through Saturday from 12:00pm-7:00pm until April 2, 2021 at 712 Austin Avenue, in downtown Waco.

In addition, a special event showcasing his work, “The Pint, the Pipe, and the Cross” occurs on March 18, 2021 from 8-9:30 p.m. “The Pint, the Pipe and the Cross,” a deep dive into the work of the artist, is an event inspired by the late theologian, G.K. Chesterton’s famous quote, “In Catholicism, the pint, the pipe, and the cross can all fit together.” This belief that the convergence of all things holy and worldly is necessary is central to Oswald’s thinking behind the show. To celebrate this message Sean is encouraging people to come share a drink with him as he explains the heart behind his art. Cultivate will be featuring Brotherwell Brewing Company’s locally famous brews gratis. Following, you are welcomed to enjoy a pipe on the back patio or a private tour of the exclusive Undercroft speakeasy. To ensure a spot contact Cultivate 7Twelve to reserve a ticket. Admission and event is free.

Sean Oswald is a seasoned artist that uses techniques taken from classical and traditional art practices. His purpose for creating these pieces lies far beyond transcribing an image onto canvas. His work is intended to evoke emotion and connect with the viewer.

A Baylor University professor observed the new collection and boasted of Oswald’s ability to energize the pieces. “It feels very spontaneous and as quick as the act of looking. To make any sense of nature is complicated and takes organization, but he found a way to do it quickly so the work doesn’t die on him,” Fountain said.

The newest collection by Oswald showcases his experience navigating the tension that lies between fine art and religion. Included in the collection is a portrait series of loved ones, landscapes of notable locations, and paintings of sacred moments. A friend of Oswald described her experience connecting life to Oswald’s art, “When I walked into the room and saw the portrait of you (Oswald’s wife), I was reminded of the first time I met Sean and how he talked about you.”

Tying together these pieces is the theme of “Divine Irresponsibility,” which Oswald defines as the risk of radically trusting God. Throughout all the pieces the theme is displayed through color and nods to iconic religious art or Biblical stories. Aron Hawkins, a Waco local, viewed this collection during March’s First Friday and characterized it as, “fresh and alive.”

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###

## PORFOLIO LINKS



This QR code will lead you to samples of my writing done in a reporting style. Following the inverted pyramid technique and AP Style, I wrote unpublished articles for various events around Waco, TX.



This link will lead you to a portfolio I made specifically for an internship with Cultivate 7 Twelve. This internship also counted as course credit for Advanced Public Relations at Baylor University.



This is another example of my work done for a semester long project where I worked the Department of Journalism, Public Relation & New Media to improve internal communication.



# THANK YOU!

I look forward to hearing from you