

Amanda Tatum, MS, CHES®

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Licenses

Certified Health Education Specialist (CHES), 2020-Present

Skill Highlights

Copywriting, Community Education, Health Education, Research, Microsoft Office Suite, Saelsforce, Organizational Skills, Relationship Building/Management, Written and Verbal Communication, Marketing, Customer Service, Higher Education, Working with Students, Working with Older Adults

Professional Experiences

October 2021 - Present, University of St. Augustine for Health Sciences, Clinical Site Development Representative

- Works directly with Clinical Education staff and faculty to identify, select, and secure new contractual clinical affiliate sites for speech, occupational, and physical therapy
- Building and maintaining relationships with existing affiliated clinical partners and for nationwide clinical recruitment efforts
- Builds trusted customer relationships and achieves win-win agreements between USAHS and external clinical partners
- Proactively identifies potential new clinical sites through database research, marketing, and faculty and student leads
- Prepares, analyzes, and submits presentations or reports to the department head, managers, and team, and develops a quarterly action plan
- Coordinates with marketing and other departments for any possible joint activities

March 2018 – October 2021, University of St. Augustine for Health Sciences, Clinical Education Programs Assistant – Records Administrator

- Database and relationship management to ensure students and clinical sites have the information and support needed
- Support the process of placing students in clinical experiences by ensuring clinical site data is correct and regular reporting
- Maintaining positive relationships with clinical instructors and clinical sites
- Aiding students with questions regarding clinical site information and requirements

- Provide technical support to students, staff, and faculty regarding placement and evaluation systems
- Liaise with our database system, EXXAT, to ensure program accreditation needs are met and requesting corrections to issues that may arise
- Train new staff and faculty on our EXXAT database system
- Coordinate and track annual outreach to clinical partners

October 2017-March 2018, Walking with Purpose (WWP), LLC, Remote Contract Position

- Researching and corresponding with 3rd party fulfillment houses for the WWP products
- Sourcing the various products needed for middle school program
- Developing cost estimates and next steps suggestions for their middle school program
- Other tasks as assigned

May 2016-March 2017, Captevrix, A full-service online marketing agency, St. Augustine, FL

- Understand client needs and communicate our service solutions
- Became familiarized with marketing software: HubSpot, Sharpspring, Social Report, Post Planner
- Wrote updates and monitored client's social media platforms by responding to all comments, reviews, and messages
- Created and ran Facebook Ads
- Assembled health/growth reports for each client to identify gaps and drive growth
- Assisted in creating content plans for various clients
- Wrote and scheduled blogs on WordPress or HubSpot for various clients
- Created email campaigns and appropriate workflows
- Research and implement the latest social media trends to improve audience engagement

September 2015- December 2015, The American Red Cross, Northeast Florida Chapter, Jacksonville, FL

- Communications Intern
- Wrote and scheduled social media updates keeping the audience aware of events, programs, and donation opportunities
- Interviewed Red Cross Volunteers to get their stories on why they chose to volunteer at the Red Cross.
- Assisted with the Fire Campaign by interviewing the recipients of smoke alarms.
- Assisted at a career fair to help recruit more interns

Volunteer Experience

May 2020 - Present, The Alzheimer's Association, Northeast and Central Florida Chapter, Jacksonville, FL

- Volunteer Community Educator
- Deliver the Alzheimer's Association programs on topics related to Alzheimer's and Dementia
- Link individuals with Alzheimer's and their caregivers to other programs, resources, and free helpline

- Programs delivered to community audiences include 10 Warning Signs of Alzheimer's, Understanding Alzheimer's and Dementia, Effective Communication Strategies, and Healthy Living for the Brain and Body
- Program delivery one to three times a month

Education

August 2018 – May 2020, Walden University, MS

- Received a Master of Science in Health Education and Promotion
- Major Academic courses completed: Health Education in the 21st Century, Health Needs and Assessment, Health Behavior Theory, Program Planning, Implementation, and Evaluation, Applied Research in Public Health, Health Education Communication Strategies, Public Health Administration and Leadership, Social Entrepreneurship and Innovation, Grant Writing, and Disease Prevention and Care Management

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August 2013-December 2016, Flagler College, BA

- Received a Bachelor of Art in Business Administration with minors in Marketing and Communications and Media
- Major academic courses completed: Principles of Management, Principles of Marketing, Principles of Advertising, Media Literacy, Media Law, Entrepreneurship, International Marketing, Marketing Research, Strategic Management, Advertising Writing, Magazine Writing