



Graduate Student Government Marketing and Social Media Chair

Name: Tatum A. Sheehy

Program: Dual Program, Masters of Science in Organizational Leadership and Masters of Science in Negotiation and Conflict Resolution

When did you begin graduate school at Creighton? Fall, 2018

Why would you be a good candidate for this position? I bring four years of professional social media management experience to the graduate student body and can utilize my extensive knowledge of various social media platforms to improve the online presence of the Graduate Student Government. Outside of professional social media management, I have been managing my personal social media platforms since MySpace was born. 😊 I am passionate about propelling organizations forward using social media and online marketing campaigns and increasing inbound traffic to social media platforms.

What experience or qualifications do you possess that would help you serve in this position?

My professional position is project manager for a local veterinary clinic, where I manage their social media platforms and online marketing campaigns. I also manage their business website. Before I took over the position of project manager, our clinic had a simple Facebook page. I launched our Twitter and Instagram accounts, and have steadily grown our engagement levels. I have an extensive background in managing social media accounts, an array of knowledge on different photo editing software, graphic design work and video editing software.

List potential goals and ideas for the position:

After a brief review of the GSG Facebook page, my first big push would be to give it a quick facelift, which would include updating the banner and profile picture. After that, I would start creating posts with appropriate subject content to be scheduled to post on a regular basis. As a group, pertinent and useful content can be discussed and decided on. I'd love to help push and market events GSG will be hosting or initiating through the use of social media and online campaigns. An initiative I would like to see is at least one or two events a year that provide great networking opportunities and give online students the chance to interact with on-campus students.

Besides graduate coursework, what other time commitments do you have (jobs, organizations, committees, etc.)?

I have a full-time job, and I am blessed with a strong team of coworkers that allows for my schedule to be very flexible when needed.