

TATUM DUCKWORTH

Copywriter & Digital Content Creator

(770) 778-5500 • TatumD@outlook.com • Reynoldsburg, OH 43068 • TatumDuckworth.com

PROFESSIONAL SUMMARY

Copywriter and content creator specializing in lifestyle content, visual marketing, and clear, human-first storytelling. Skilled at turning brand needs and complex ideas into headlines, ad copy, and long-form editorial writing that hold attention. Hands-on experience spans agency ad copy/layout work, independent blog publishing, and Pinterest visual marketing — including independent content that was discovered and featured on national television (The Nate Berkus Show). Continuously expanding my professional writing portfolio while returning to the workforce after a period of full-time family management.

CORE SKILLS

- **Copywriting:** Print Display Advertising, Headlining, Microcopy, Conceptual Development, Long-Form Editorial Writing
- **Digital Marketing:** Pinterest Optimization & Text-Overlay Graphic Design, SEO & Keyword Research, Brand Voice Development
- **Content Strategy:** Multi-Platform Management, Audience Building, WordPress/Gutenberg Publishing

CREATIVE PROJECTS & PLATFORMS

Founder & Content Creator

2023 – Present

Methodical Me

- Independently built and write a lifestyle content platform (WordPress/Gutenberg) focused on home organization, productivity, and intentional living
- Design Pinterest marketing graphics with text overlays to drive click-throughs and grow organic traffic
- Apply SEO strategy and keyword research to reach readers actively searching for organizing solutions

Founder & Editorial Writer

2025 – Present

Personal Storytelling Platform

- Manage a separate independent editorial blog dedicated to raw, honest personal essays and community connection
- Craft high-impact, disruptive headlines and fluid prose that consistently cultivate deep reader trust and empathy, capping each piece with a bold, recurring refrain that serves as its emotional capstone

PROFESSIONAL EXPERIENCE

Ad Copy & Layout Contributor

2007 – 2011

The Columbus Dispatch, Columbus, OH

- Sketched layouts and wrote headlines, taglines, and ad copy for spec ads and client campaigns, contributing creative concepts for nearly 70 ads per week
- Managed the ad creation process from initial space reservation through final approval, coordinating with the creative department on copy, graphic, and layout edits
- Corresponded daily with clients and advertising agencies by phone and email to confirm ad concepts, changes, and deadlines

Ad Copy & Layout Contributor — Continued

2007 – 2011

The Columbus Dispatch, Columbus, OH

- Built client proposals using the Market Match system and made recommendations to help strengthen ad and brand performance
- Explained contract rates and frequency programs to prospective and existing clients, and coordinated photographers for on-site client photo shoots
- Wrote and produced The Crosswind Connection, a monthly department newsletter
- Contributed to the launch of Capital Style magazine and cross-functional publications (Home & Garden Show, Franklin Park Conservatory Antique & Garden Fair)
- Collaborated with the digital department to align online ad placements with print campaigns
- Supervised billing and researched industry/competitor trends to keep client accounts accurate and current

ADDITIONAL EXPERIENCE

Household & Family Operations Manager

2011 – Present

Reynoldsburg, OH

- Manages complex scheduling, logistics, and multi-project coordination for a busy household; maintains detailed organizational systems

Community Focus Coordinator and Volunteer

2012 – 2021

Junior League of Columbus, Columbus, OH

- Co-developed “Bridging the Gap,” a program supporting youth transitioning out of foster care, in partnership with Franklin County Children Services, Star House, and Huckleberry House

EDUCATION

Georgia State University • Bachelor of Business Administration, Concentration in Marketing

TECHNICAL SKILLS

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) • Canva • WordPress.org • Gutenberg Block Editor • SEO Fundamentals • Pinterest Marketing • Content Organization & Image Editing • Google Analytics • Google Workspace • Mac OS X & Windows