

Tatum Lane

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EDUCATION

University of San Diego San Diego, CA
Bachelor of Business Administration Expected May 2027
Double Major in Marketing and Business Administration
Study Abroad: Florence, Italy Intersession 2025
3.58 Major Grade Point Average

Palos Verdes High School Graduated June of 2023
4.3 Grade Point Average

- California Interscholastic Federation (CIF) Scholar-Athlete

EXPERIENCE

Club Volleyball Coach, La Jolla Knights Volleyball Club Fall 2023 – Present

- Developed and implemented practice plans and training sessions focused on skill development, teamwork, and sportsmanship for young girls ranging from seven to fourteen years old.
- Prepared game strategies and tactics, analyzed opponents, and made real-time decisions to enhance team performance during matches.
- Fostered a positive team environment, encouraged player development, and motivated young athletes to perform at their best.

Handled administrative tasks including scheduling, equipment management, and parent communication, ensuring smooth operation of the team.

PROJECTS

Data Analysis Report – University of San Diego Spring 2024

- ECON 216 – Stats for Business and Econ, Final Project
- Data analysis report on influenza and pneumonia mortality rates across different states in America
- Through research, I found that there are many causes that make this statistic vary from state to state.

USD College of Arts & Sciences Google Ads Campaign — University of San Diego Spring 2026

- Developed and optimized Google Search Ads to increase awareness for the USD College of Arts & Sciences through a 3-round campaign strategy.
- Conducted keyword research, audience targeting, and ad performance analysis using Google Ads metrics and trend data.
- Created ad copy and campaign messaging focused on career readiness, undecided majors, and liberal arts education.

Frozen Garden Digital Marketing Competition Spring 2026

- Collaborated with a team to develop a full-scale digital marketing campaign for Frozen Garden Smoothies in an international marketing competition.
- Conducted consumer research and analyzed customer behavior using survey data and market insights.
- Proposed paid and owned media strategies, campaign timelines, and KPI measurements to improve brand awareness and engagement.

Crumb Social Media & Brand Strategy Analysis Spring 2026

- Analyzed Crumbl's social media presence, branding strategy, and customer engagement across multiple digital platforms.
- Evaluated content strategy, audience interaction, and brand consistency to identify opportunities for increased engagement and growth.
- Presented strategic recommendations focused on community building and digital marketing effectiveness.

Run Club Consumer Behavior Ethnography — University of San Diego Spring 2026

- Conducted ethnographic research analyzing consumer behavior, community engagement, and brand culture within local run club communities.
- Observed participant interactions, motivations, and lifestyle trends to better understand the role of fitness communities in modern consumer identity.
- Presented findings and marketing insights related to social connection, brand loyalty, and experiential community engagement.

Website Branding & Content Development Project Spring 2026

- Developed a branded website focused on digital storytelling, audience engagement, and content strategy using Wix.
- Applied marketing principles including brand positioning, visual identity, SEO optimization, and user experience design.
- Created website content and blog materials designed to strengthen brand awareness and improve audience interaction.

LEADERSHIP EXPERIENCE

Women's Volleyball Player, University of San Diego June 2023 – Present

- Learned the importance of time management while juggling being a division-1 student-athlete
- Leadership skills and the importance of teamwork and collaboration
- The ability to be coachable and to respond well to feedback

Leadership Role as Council Member for University of San Diego Volleyball Spring 2024 – Present

- Appointed by my fellow teammates as a trustworthy source for support and leadership
- Conflict management and the ability to work proactively aside coaches, staff, and teammates.

Chi Alpha Sigma May 2026 – Present

- Initiated into Chi Alpha Sigma at the University of San Diego in recognition for high academic and athletic achievements

COMMUNITY SERVICE

Volunteer Clothing Drive – Women's Shelter February 2024

- Collected, organized and distributed thousands of clothing items and apparel for a local woman's shelter in Point Loma.
- Community outreach. Worked alongside multiple other participants to spread word and receive as many donations as possible. Social Media flyers were used to promote the clothing drive which brought together the community and put multiple hands-on deck.

Frosted Faces Foundation February 2025

- Volunteered with senior and hospice-care dogs by walking, caring for, and providing companionship to animals receiving veterinary support.
- Assisted in creating a calm, positive environment for dogs awaiting foster placement, adoption, or continued medical care.

- Con Cariño Service Ministry – Rachel’s Night Shelter February 2025
- Prepared and served meals for women at Rachel’s Night Shelter while helping deliver food and organize supplies for the service event.
 - Engaged in meaningful conversations with shelter residents to create a welcoming, supportive, and compassionate environment for the women in the community.
- My Girlfriend’s Closet March 2026
- Collected and transported hundreds of boxes of clothing items for a local woman’s shelter in Point Loma
 - Worked alongside my teammates and the organization to successfully move all the equipment for the event
- Inclusive Sport Field Day – Inclusive Sports Foundation April 2026
- Volunteered at the University of San Diego Inclusive Sports Day, helping teach and facilitate sports activities for local youth of diverse abilities.
 - Supported community outreach efforts by creating an inclusive, encouraging, and engaging environment for participants and families
- Chi Alpha Sigma May 2026 – Present
- Initiated into Chi Alpha Sigma at the University of San Diego in recognition for high academic and athletic achievements

AWARDS

Dean’s List, First Honors, University of San Diego	Fall 2023 – Spring 2025
WCC All-Academic Honorable Mention	Fall 2025 – Spring 2026
Presidents Honor Roll	Fall 2025 – Present
Chi Alpha Sigma National College Athlete Honor Society	Spring 2026 – Present

SKILLS

- Digital Marketing
- Google Ads, Social Media Strategy, Content Creation, Brand Strategy, SEO, Keyword Research
- Research and Analytics
- Consumer Behavior Analysis, Market Research, Campaign Analysis, Trend Analysis, Audience Targeting
- Platforms and Tools
- Canva, Wix, Semrush, Google Workspace, Microsoft Excel, Microsoft PowerPoint
- Communication and Leadership
- Public Speaking, Team Leadership, Collaboration, Community Outreach

INTERESTS

Volleyball, fitness, sports marketing, digital branding, community engagement