

Resumé Breakdown | Career Changer

- 1 Expert Tip:** The headline represents the candidate's target roles and the expertise she wants to leverage.
- 2 Expert Tip:** Listing areas of expertise helps define her value proposition to a prospective employer.
- 3 Expert Tip:** Since the candidate is switching from teaching to a full-time role in social media marketing, her "skills highlights" section is related to where she's going and not where she's been.
- 4 Expert Tip:** This is a "side hustle" that grew into a successful business. It's how the candidate discovered her passion in social media.

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1 [**SOCIAL MEDIA | EMAIL MARKETING SPECIALIST**
2 [Brand Messaging & Strategy | Data and Analytics | Stakeholder Engagement

3 [Skills Highlights:
Social Media Data and Analytics, Content Marketing, AdWords, Marketing Planning, Product Development, Email Marketing, Digital Marketing, Web Copy and Web Design, Graphic Design, Public Relations, Strategic Partnerships, Feature Writing, Video Editing, Blogging, Microblogging, Stakeholder Engagement, Podcasting

4 [*The Teacher's Place, Phoenix, AZ* 2015 – Present
SOCIAL MEDIA DIRECTOR, CONTENT CREATOR, FOUNDER
Launched, managed, and grew successful online business with product sales, subscription plans, and online academies. Developed products, materials, and curricula. Facilitated online courses, planned and executed email marketing strategies, and grew following to >300K teachers and parents across the U.S. and Canada. Leveraged co-branding and partnership opportunities to increase sales and reach.

Social Media Highlights:

- Grew email subscribers through strategic Instagram, Facebook, and Pinterest engagement strategy, garnering average of >15K views and shares of posts within 1Q.
- Scheduled and planned social media calendars, integrating education-related themes to drive engagement.
- Created lead magnet success formula to grow email subscriber lists.

Content and Product Development Highlights:

- Launched educator-focused organizing tools and curriculum online store, curating offerings to appeal to creative and innovative PK-Grade 12 educators, selling between \$5K-\$10K products/courses per month.
- Developed and hosted podcast (ranked in the top 25 podcasts of 2019) focused on promoting resiliency inside classrooms and in communities at large, landing high-profile guests and experts.
- Pitched, wrote, and published articles in Today's Parent, Today's Classroom, Educators Today, Curriculum Insights, Creative Classroom, and major city news outlets across the U.S. and Canada.

(Teacher, Intermediate – continued)

- Consulted with and mentored new teachers as the school's Onboarding Coach.
- Managed principal's website and trained teachers in developing their online class pages.
- Led district-wide annual ONE BOOK campaigns, promoting via social media and planning events and activities that grew participation from 20% Year 1 to 78% Year 5.

PROFESSIONAL DEVELOPMENT & AFFILIATIONS

- Online Business Academy, **Social Media Mastery Certificate**
- Influencer Academy, **Growth and Engagement Executive Certificate**
- Words That Sell, **Web Copy and Web Design Certificate**
- Branding Academy, **Design Basics for Branding Excellence**
- Alphabet Soup Analytics, Inc., **Marketing Analytics Certificate**

Online Influencers and Entrepreneurs Association (Board Member) | Influencer Marketing Hub | Society for Social Media Data Analytics | Visual Design Consortium | Education and Social Media Consortium

- 5 Expert Tip:** Separating accomplishments into themes increases readability.
- 6 Expert Tip:** Accomplishments should include quantifiable details that support the "why," "how" and "what."
- 7 Expert Tip:** The details of her role as a teacher have been curated to reflect those most closely related to marketing, engagement and communication – all key to social media marketing.
- 8 Expert Tip:** Including trainings, workshops and certifications add proof of expertise, interest and passion in this new field.

Explore more career support resources at phoenix.edu/blog/career-support/tools-resources.html