



HANNAH BRYANT

000-000-0000 | hannahbryant@youremail.com | Phoenix, AZ 85003

SOCIAL MEDIA | EMAIL MARKETING SPECIALIST

Brand Messaging & Strategy | Data and Analytics | Stakeholder Engagement

Successful online marketing tactician positioned to leverage experience in launching and growing online curriculum and educational materials business by engaging and delighting followers and consumers through compelling content, design, and strategy.

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

Platform Expertise:

FaceBook, Instagram, Twitter, Pinterest, TikTok, Clubhouse, Snapchat, WordPress, Kajabi, Thinkific

EXPERIENCE

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The Teacher's Place, Phoenix, AZ 2015 – Present
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(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.

Bowie Elementary School, Tempe, AZ 02 Tc 0.00-

Cover Letter Breakdown | Career Changer

1 Expert Tip: The identical resumé format and font is used for polish and personal branding.

2 Expert Tip: Immediate mention of the referral is important so the recipient has context for the letter. Hannah persuasively shares how she knows a common connection and uses this as an opportunity to showcase her expertise and brand.

1

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MacMead Curriculum
1057 MacMead Drive
Chandler, AZ 00000

June 20, 2021

Attn: Pat Miller, Vice President, Marketing

Dear Pat:

2

Jonathon Wilson recommended I reach out to you about the pleasure of collaborating with him on a national literacy campaign that garnered a Webby Award and was embraced by 10 of the largest school districts in the United States. It was an exciting project.

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1057 MacMead Drive
Chandler, AZ 00000

June 20, 2021

Attn: Pat Miller, Vice President, Marketing

Dear Pat:

Jonathon Wilson recommended I reach out to you. I had the pleasure of collaborating with him on a national literacy campaign that garnered a Webbie Award and was embraced by 10 of the largest school districts in the United States. It was an exciting project with multiple phases and partners. Jonathon and I both agreed that delivering this project to completion was incredibly rewarding!

I'm reaching out in hopes of scheduling a time to discuss how I could support MacMead's impressive and continued growth within the online curriculum space. As a licensed teacher who pivoted to the online classroom during the pandemic, I bring in-depth experience. As The Teacher's Place Founder and Social Media Director, I grew an online education products and curriculum site to reach 300K followers, launched a successful podcast (one of Online Education magazine's "10 Top New Podcasts of 2019"), and developed partnerships with engaged brand evangelists and corporate/education partners.

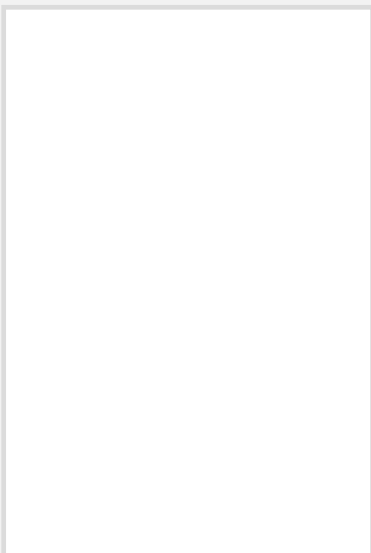
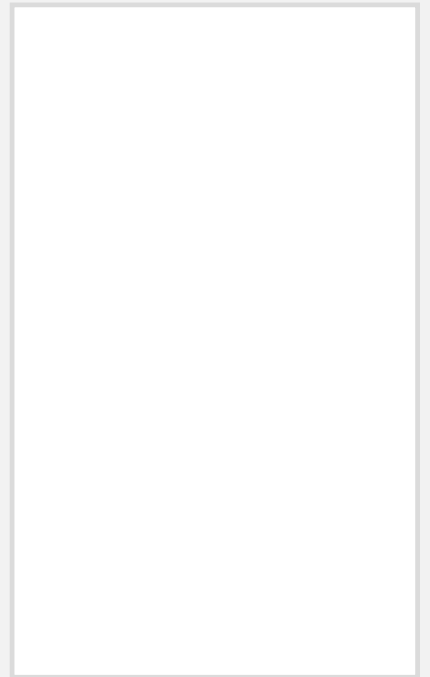
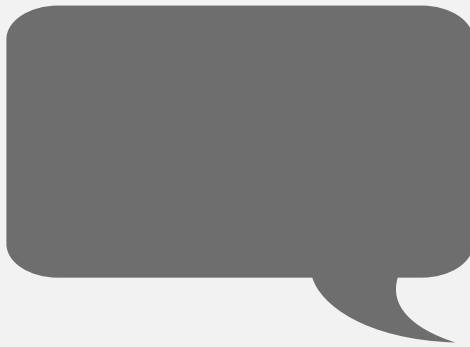
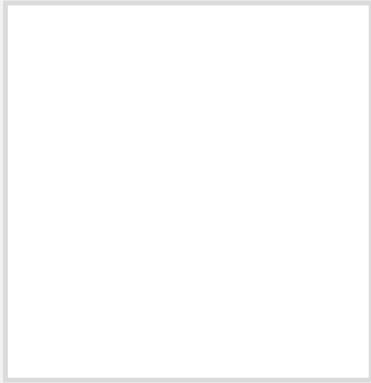
If your strategic focus for 2022

With best wishes,

Hannah Bryant

Interview Script | Career Changer

Changing careers can be a challenging but rewarding experience. The key is to focus on transferable skills and how your experience in another field will contribute to your success in a new one. Remember, this is a two-way conversation, so you'll also be learning more about the job and the employer. Here are some examples of commonly asked questions and how they



What's your biggest weakness?

What questions do you have for me?

Additional notes:

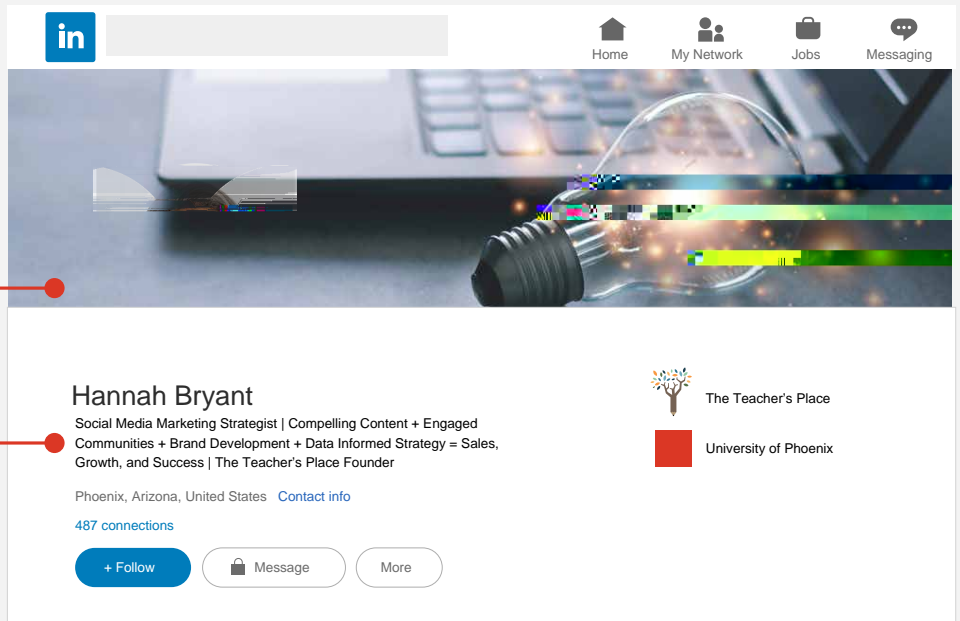
FINAL REMINDERS:

- Send an email after your interview thanking everyone for their time. Invite them to contact you if they have any further questions and express your excitement about and interest in the position.
- If there was more than one interviewer and you have contact information, feel free to copy them.
- If you only have an HR contact, ask them to forward your message to participants them.

LinkedIn Profile Example | Career Changer

Along with your resumé, a strong LinkedIn profile can be the key to helping you with your career search.

Here's an example of an optimized LinkedIn profile of a career changer with experience in education who wants to transition to the corporate world.



Hannah customized her background photo to align with her industry/brand.

Hannah maximizes headline space by incorporating keywords relevant to her brand while also describing her formula for success.

Hannah showcases her writing abilities with an attention-grabbing question that also serves as a testimonial to her work.

Sharing your "why" is a great way to show enthusiasm and passion – intangible qualities that aren't easily showcased on a resumé.

Hannah consistently breaks up content into small paragraphs and even uses a header here to transition into her accomplishments, which makes her profile inviting to read.

Hannah uses icons to make her achievements pop. She highlights her greatest successes to show how she can add value to an organization.

Hannah is actively pursuing her next job and is not afraid to announce it. If you are in a position to be open about your search, consider a call to action like this.

About

"You're exactly the kind of brand we want to partner with! How can we work together?" ...this was music to my ears as I successfully landed my first 5-figure collaboration with a national brand – especially when it was only 6 months post-launch.

Not too bad for someone who'd trained for (and was thriving in!) a career in education. Actually, there are a lot of similarities between keeping a diverse group of 9 & 10 yr. olds engaged and focused daily with engaging stakeholders and partners in the marketplace.

My company, The Teacher's Place, started in 2015 as a labor of love...it was my way of sharing content, curriculum, and my favorite products with teachers. As I dedicated time, energy and resources to what was a pet project, The Teacher's Place grew, generated revenue, onboarded employees, and provided this teacher-turned-entrepreneur an exciting new opportunity.

WHAT I MADE HAPPEN...AND WHAT I WANT TO MAKE HAPPEN FOR MY NEXT ACT...

I have loved (nearly) every minute of being a classroom teacher. And as I pivot from the classroom to the corporate office, I will take all I've learned and accomplished to make an impact as part of a new team. Here's what I accomplished that might be of note for future employers:

- conceived, launched, and built a successful online community and commerce site that experienced membership growth of more than 34% year over year and income growth of 40%, 61%, and 89% over the last three years.

- hosted and wrote all content for an award-winning podcast with between 5K-25K downloads/episode

- created partnerships with 3 national brands that delivered significant advertising revenue as well as increased sales, followers, and appearance requests

- moved from a shoestring startup to a multimillion brand in the education space, serving educators and busy families – an incredibly rewarding experience that has changed my professional path

- LET'S TALK...if you'd like to have someone like me on your social media team. I leveraged data and analytics, multiple platforms, product development, content creation (written and video), and more! And I'm ready to do it all again for my next team and employer. Reach out!

COMPETENCIES:

Strategy, 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

Platforms | Facebook, Instagram, Twitter, Pinterest, TikTok, Clubhouse, Snapchat, WordPress, Kajabi, Thinkific