# 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

*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.

*Management Highlights:*

* Hired and supervised a Virtual Administrative Assistant and Community Manager to ensure consistently positive member experiences and responsiveness to member inquiries.
* Partnered with leading home-school educational brand, reviewing products, participating in product giveaways, and serving as a spokesperson due to ‘influencer’ status, ultimately increasing traffic and sales.
* Managed costs, set income projections, and tracked progress to balance profits with growth investments.

*Bowie Elementary School*, Tempe, AZ June 2016 – Present

**TEACHER, INTERMEDIATE**

Third grade | 24 students | Blue Ribbon School District

* Appointed to District Community Engagement Committee to drive parent and community involvement with the schools to support budgets, collaborations, and facilities use.

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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 August 2012 – June 2016

**TEACHER, HIGH SCHOOL LANGUAGE ARTS**

Grades 10-12 | 6 classes/semester | Blue Ribbon School District

* Wrote curriculum for new electives including Public Relations Writing, Responsible Social Media, and Web Design and Copy.
* Established Family Literacy Center with curated lists of contemporary and classic novels with accompanying film versions and discussion guides.
* Appointed to district’s Social Media Policy Committee and charged with establishing guidelines for faculty and students around responsible and ethical social media use.

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

**EDUCATION**

*University of Phoenix,* Tempe, AZ

**Bachelor of Science, Education/Elementary Teacher Education,** 2012

GPA: 3.9, Dean’s List

**Associate of Arts, Concentration: Visual Arts**, December 2010

GPA: 3.7, Dean’s List