

# 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.

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

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**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

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**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.

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*Social Media Highlights:*

- Grew email subscribers through strategic Instagram, Facebook, and Pinterest engagement strategy, garnering average of >15K views and shares 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.

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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.

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**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](https://phoenix.edu/blog/career-support/tools-resources.html)

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## SOCIAL MEDIA | EMAIL MARKETING SPECIALIST

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Brand Messaging & Strategy | Data and Analytics | Stakeholder Engagement

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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

### **SOCIAL MEDIA DIRECTOR, CONTENT CREATOR, FOUNDER**

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- 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.

*(Teacher, Intermediate – continued)*

- Consulted with and mentored new teachers as the school's Onboarding Coach.
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*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**

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## **EDUCATION**

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*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

# 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.
- 3 Expert Tip:** Define “the ask” succinctly and clearly. Hannah has not mentioned interest in a specific role. Rather, she is opening the door to a discussion around MacMead’s current needs and how she could be a great addition to the team.
- 4 Expert Tip:** Provide details that support your request for time on someone’s calendar. Here, Hannah details her unique value proposition as an experienced educator as well as a strategic online business leader.
- 5 Expert Tip:** Demonstrate knowledge of the organization either through research or experience.

**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. 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!

**3** [ 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 Educator magazine’s “10 Top New Podcasts of 2019”), and developed partnerships with engaged brand evangelists and corporate/education partners.

**4** [

**5** [ If your strategic focus for 2022 includes an expanded and enhanced social media presence to support and drive your business results, let’s talk. As a long-time fan who has incorporated MacMead products in the classroom (and has written several positive product reviews on The Teacher’s Place blog), I believe I have the experience, social media experience, and subject matter expertise to quickly add value and help shape MacMead’s future path.

Thanks in advance for your time. I look forward to hopefully hearing from you soon.

With best wishes,  
Hannah Bryant

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Thanks in advance for your time. I look forward to hopefully hearing from you soon.

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 might be answered by someone transitioning from healthcare to education.

**"Tell me about yourself."**

*"I am very excited to put all the tools and skills I learned in my work experience and degree program to work for a dynamic organization. I like the idea of providing great customer service while paying close attention to the details. I am as comfortable working with teams as I am independently, and this job seems to be a nice balance of both."*

*"Most of my career has been within healthcare administration, starting in entry-level positions and gradually moving up within the organization. After some soul searching, I've decided that education would be a better fit for me, so I'm looking for a new position that would benefit from my talents in business services, office management, interpersonal relations and communication skills, and genuine caring for kids and families."*

**"What made you decide to apply?"**

**Identify a weakness and the steps you took to correct it.**

*"To be honest, I used to really struggle with public speaking. While in my program, I took a class on public speaking and joined Toastmasters. Now I feel much more confident in my ability to speak in front of a group."*

Questions like this are asking for a story. One approach is to use the S.T.A.R. format.

*Situation – "In my final year as a student, I used my capstone project to address a real challenge faced by many hospitals."*

*Task – "I completed a capstone project focused on process improvement for a mock hospital."*

*Action – "I created a detailed project plan, focused on streamlining the billing process from manual to automated billing."*

*Result – "Our estimates are that this project would have increased productivity by 52% to a real organization, not including the saved labor costs."*

**"Tell me about a time you overcame an obstacle."**

**"What's your biggest weakness?"**

*"What do you like most about working here?"*

*"What's been the biggest challenge?"*

*"What would my first week on the job look like?"*

*"Are there any hesitations about me that I can address?"*

*"What is the timeline for decision-making or what are the next steps?" (This should not be asked alone but at the end after you've asked at least one other question.)*

**"What questions do you have for me?"**



# Interview Q&A | Career Changer

**☰☰☰** Interview questions are designed to help employers learn more about you. Use this worksheet to write down how you would respond to common interview questions. Some key points to remember:

- Keep your responses job related. Even if a question is quite general, focus on the job.
- Don't lie or embellish.
- Feel free to take a moment to think before you answer.
- Focus on the positive. Although it may be tempting, don't denigrate past experiences.
- This is not a time to focus on what you need. Focus instead on what you have to offer.

**Tell me about yourself.**

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**What made you decide to apply?**

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**Tell me about a time you overcame an obstacle.**

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**What's your biggest weakness?**

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**What questions do you have for me?**

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**Additional notes:**

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**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 all participants.

Good luck in your interview and know that University of Phoenix career advisors are here to help!



Explore more career support resources at [phoenix.edu/blog/career-support/tools-resources.html](https://phoenix.edu/blog/career-support/tools-resources.html)



# 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.

**Hannah Bryant**  
Social Media Marketing Strategist | Compelling Content + Engaged Communities + Brand Development + Data Informed Strategy = Sales, Growth, and Success | The Teacher's Place Founder  
The Teacher's Place  
University of Phoenix  
Phoenix, Arizona, United States · [Contact info](#)  
487 connections  
[+ Follow](#) [Message](#) [More](#)

## 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

Learn 5 ways to optimize your LinkedIn profile at [phoenix.edu/blog/why-you-need-to-optimize-your-linkedin-profile-today](https://phoenix.edu/blog/why-you-need-to-optimize-your-linkedin-profile-today)