

Brianca Hadnot

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Summary

Creative and experienced content writer with 6+ years of experience. Attracted over 120,000 new visitors to the company website with powerful informative and entertaining content.

Experienced Communications Specialist trained in Wordpress, Semrush, Social Media Marketing, Adobe, SEO, Keyword Research, Internal and External Communications.

Eager to create unique content strategy to turn website visitors into customers

Experience



Web Specialist

Brianca Jay Designs and Multimedia

Apr 2021 - Present (1 year 5 months +)

Create dynamic high functioning websites for small business owners seeking to make an impact in digital marketing

Produce industry specific copywriting for web content, blogs, email marketing, ad creation, and press releases

Research industry and apply measures to establish brand credibility, trust, and authority in specified niche

Apply growth marketing efforts, resulting in a 28% increase in sales.

Produce educational and entertaining niche specific social media content through all social platforms

Consult with small business owners and offer custom brand strategies focused on design, brand storytelling, and company values to highlight company's unique offerings within specified niche



ELA Teacher and Mentor

Fusion Global Academy

Jan 2022 - Present (8 months +)

Provide a one-to-one teaching experience to students in grades 6-12.

Show evidence of adapting and differentiated instruction for all students and a classroom forum for holistic growth.

Maintain complete and accurate records.

Develop and maintain genuine, positive and consistent communication with parents.

Contribute to and benefit from the campus community.

Practice professionalism through ongoing professional development, reflection and continuous improvement.



Lead Teacher

Kipp Generations Collegiate

Jan 2019 - Jun 2021 (2 years 6 months)

Implemented an Individualized Education Plan for students with unique needs.

Created a community engagement program by collaborating with various clubs and athletic groups on campus

Established campus community through social events, content curation, and giveaways

Spearheaded corporate communications in my department. Surveys indicated this led to a 98% increase in parent and student engagement.

Awarded High Performing Teacher in 2020 for Career Pathways.

Organized and managed social Justice campaign, featured in New York Times in 2020



Research Assistant

URBAN RESEARCH AND RESOURCE CENTER INC

Apr 2017 - May 2018 (1 year 2 months)

Create scholarly academic publications that seek to reform policy and legislation

Develop and pursue creative effective strategic communication to enhance knowledge to the company's mission

and the lives of the global urban community.

Conduct scholarly research that directly reflects our organizational mission



Communications Specialist

School of Science and Technology

Apr 2018 - May 2018 (2 months)

Directed web content and social media management for internal and external corporate communications.

Published weekly press releases to stakeholders

Allocated 15,000 dollars in funds and resources for library materials

Book fair chairperson and coordinator

Coordinate communications projects, to include compiling, editing, and layout



Executive Account Manager

The Core 94!

Web content and social media Management

Sale advertisement and commercial packages



Marketing Specialist

Four Seasons

Oct 2015 - Jul 2016 (10 months)

Web content and social media Management

Coordinate private events and company parties

Process purchasing order for operational supplies and vendor payments

Create and oversee schedule to manage operation

Education



Texas Southern University

MA, English Literature



Texas Southern University

BS, English Literature

Skills

Leadership • Storytelling • Collaborative Problem Solving • Strategic Planning • Creative Writing •
Web Content Writing • WordPress • Canva • HTML • Social Media Marketing

Honors & Awards



Written Publications - Various Companies

Jan 2022

<https://fusionglobalacademy.com/news/benefits-of-online-tutoring/>

<https://www.midnightandindigo.com/author/brianca-jay/>

<https://www.briancajay.com/blog>

<https://www.briancajaywrites.com>

<https://www.youtube.com/user/briancajay?app=desktop>