



Lindsay Hyatt

lindsayhyatt@gmail.com

SPECIAL SKILLS:

- Social media marketing, SEO, project coordination, writing, editing, blog and web content management, client relationship management, and educational technology.

EDUCATION:

M.A. in Educational Studies, University of Michigan, 2011

- ELMAC program – An intensive Masters and certification program blending coursework and fieldwork to emphasize best teaching practices.

Michigan Provisional Elementary Education Certificate (K-8)

- Endorsements in Language Arts, Fine Arts, and Social Studies

B.S. in Digital Media Arts, Canisius College, 2006

- Vast experience with digital graphic design, social media, video production and web design.
- Focused studies included English, Creative Writing, Communications, and Music Theory.

Semester abroad, University of the Sunshine Coast, Australia, 2005

- Australian culture and society intensive studies, team building, community leadership.

PERSONAL AND PROFESSIONAL HIGHLIGHTS:

- Creator of and daily contributor to thedailysampler.com, via Wordpress.
- Contributor to Halifax Magazine in Halifax, Nova Scotia.
- Event coordinator for Christy's Place – A Benefit With Friends.
- Freelance brand and marketing management for local musicians in Buffalo, New York and Halifax, Nova Scotia.
- Social media launch management for local companies in Ann Arbor, Michigan.

PROFESSIONAL MARKETING EXPERIENCE:

Social Media Lead, Chatterbox Media, Buffalo, NY, May 2014 - present

- Work directly with local and small businesses to grow and manage their social media presence on Facebook, Twitter, LinkedIn, Instagram, Pinterest, Foursquare, and beyond.
- B2B relationship building.
- Community support.

Marketing Director, US Rehab Services, Ann Arbor MI, January 2010-June 2010

- Generated new business partnerships for a group of physical therapy practices.
- Cold called to local medical practitioners in southeast Michigan.
- Launched an online presence for company via Facebook and Twitter.

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PROFESSIONAL MARKETING EXPERIENCE, CONTINUED:

ThinkBright Traffic Specialist, WNED Public Broadcasting, Buffalo NY, November 2008 – July 2009

- Managed the programming of interstitial commercial material on ThinkBright, and statewide on ThinkBright NY television; an educational programming station hosted by PBS.

Marketing Project Coordinator, Roswell Park Cancer Institute, Buffalo NY, April 2007 – May 2008

- Managed the strategic planning, organization, and execution of marketing projects for the Institute, including the coordination of regional advertising campaigns.
- Planned and launched marketing aspects for the innovative Y Roswell campaign designed for Generation Y.
- Acted as a marketing spokesperson for Roswell at national meetings and conferences.

Copywriter, CBS Radio/Regent Communications, Buffalo NY, August 2006 – May 2007

- Produced radio commercials for 5 Western New York radio stations, coordinated proposal writing and design, managed account lists, and managed multiple projects under strict deadlines.

SEO and Copywriting Internship, Pure Contemporary Online Magazine, Buffalo NY, 2006

- Assisted in copywriting and search engine optimization for a high-end home design magazine.

PROFESSIONAL EDUCATOR EXPERIENCE:

Teacher Assistant and Reading Interventionist, Ann Arbor Public Schools, February 2012-June 2013

- Worked directly with at-risk and special education students in kindergarten, first, third, and fourth grade.
- Provided reading intervention services (System 44, Guided Reading) to at-risk upper elementary students.
- Taught math and reading recovery to kindergarten students.
- Assisted in classrooms with math, reading, and writing workshops.
- Supervised students during lunch and recess time.
- Practiced reinforcing, reminding, and redirecting in a responsive classroom setting.

Fifth grade, multi-cultural classroom, South Canton Scholars Academy, August 2011-February 2012

- Created a classroom community in a brand new school with students from all different areas and cultures.
- Taught Social Studies and English/Language Arts daily.
- Built a collaborative learning environment using objective-based curriculum materials, including Imagine It and History Alive.

Fifth grade, multi-cultural classroom, Ann Arbor Public Schools (Internship), February – June 2011

- Created a classroom community with emphasis on teamwork and cooperative learning for a group of 25 students.
- Developed a strong relationship with each student through weekly letter writing.
- Maximized learning time by using consistent classroom management, positive reinforcement system, and community building activities.
- Used assessment of student work and knowledge of differentiated instruction methods to plan lessons in reading, writing, math, science, social studies, and spelling for students of varied levels and language backgrounds.
- Developed and taught interdisciplinary reading and social studies units.
- Incorporated technology into writing units by helping students set up personal Kidblogs.

First/second grade split classroom, Ann Arbor Public Schools (Internship), September – February 2011

- Created a classroom community with emphasis on teamwork and cooperative learning for a group of 25 students.