| | **IYANNA HARDIN**     |  | iyannamhardin@gmail.com | | --- | --- | |  | (804) 882-1325 | |  | Richmond, VA | | | --- | --- | --- | --- | --- | --- | --- | | **SKILLS**   * Content Creator * Graphic Designer * Web Designer * Marketer   **EDUCATION**  **K12 Virginia Virtual Academy**  Richmond, VA  •  Anticipated in 06/2022  ***12th Grade***   * Member of National Honor Society * Ambassador of National Society of High School Scholars   **VOLUNTEER**   * Active S.E.E.D. Volunteer * Active GFAC Volunteer | | | **PROFESSIONAL SUMMARY**  Detail-oriented Content Creator with extensive knowledge of Canva use and digital marketing. Committed to unique and aesthetically pleasing content with a talent for adapting to changing markets. Successful at posting frequently and using content management systems. Currently aiming to be a full-time Content Creator while managing vast social media accounts. | | --- | | **WORK HISTORY**  **Iyanna Moné Essentials** - **CEO & Founder**  *Richmond, VA*  • *09/2019* - *Current*   * Developed key operational initiatives to drive and maintain substantial business growth * Marketing at events * Managing website, social media, finances, and legal work * Handling communications and partnerships * Product Formulation/Product Distribution   **NNV News** - **Production Assistant**  *Remote*  • *05/2021* - *Current*   * Coordinated with producers and on-air talent to create program content, new ideas, and segments * Recruited Guest * Script Writer   **Blue Fever** - **Content Creator**  *Remote* •  *08/2021* - *08/2021*   * Developed marketing content, promotional materials, and advertisements for social media * Created videos and managed the Tik Tok platform to strengthen company reach   **Winged Wellness** - **Intern**  *Remote*  •  *07/2021* - *08/2021*   * Developed business, financial, and analytical skills * Developed skills to need for retail consultant * Formulated and create a marketing plan for a new product line   **Girls For A Change** - **Brand Ambassador**  *Richmond*, *VA*  •  *09/2020* - *Current*   * Increased brand awareness through event marketing, demonstrations, sales, and brand promotion * Advocate for girls of color, facilitator for social change projects, Host/Speaker at events, work with girls in my community to create positive change   **Emergent Social Solutions** - **Marketing Intern**  *Remote* •  *07/2020* - *08/2020*   * Collaborated with team members to help expand marketing channels. * Created email campaigns and social media content * Handled communications and managed potential partnerships   **Sassy Jones** - **Creative Assistant**  *Richmond*, *VA*  •  *07/2019* - *08/2019*   * Directing and designing photo shoots, strengthening the rewards program, and creating engaging content to catch the attention of customers * Managed social channel, content strategy, and calendars to drive engagement | |
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