

HALEY YO HILL

Dynamic Work Ethic, Electric Adaptability & Transformational Leadership
"Hard work beats tired talent when talent doesn't want to work!"

EDUCATION

Masters of Arts: Instruction & Curriculum

Eastern Oregon University
La Grande, OR | 2017
Literacy Tutor at Public Library

Bachelor of Arts in English/Writing

Eastern Oregon University
La Grande, OR | 2016
Women's soccer student-athlete, 2-year team captain, Outdoor Program
Coordinator, National Anthem singer for sports games, 4-year theater nerd

GALLUP STRENGTHS FINDER

1. [Achiever \(executing\)](#)
2. [Activator \(influencing\)](#)
3. [Restorative \(executing\)](#)
4. [Positivity \(relationship building\)](#)
5. [Woo \(influencing\)](#)

PERSONALITY TYPE

ENFP-T | [Campaigner](#)

PUBLICATIONS

[Butterflies and Zebras](#) | 2021

[DCI at Home Content](#) | 2020

[Grief: A Memoir?](#) | 2017

SKILLS

- Adaptability & Flexibility
- Enthusiasm
- Diligence
- Curiosity & Creativity
- Strong communication (verbal & written)

INTERESTS

Fútbol, Gardening, Exploring the Wilderness, Yoga, Biking the Greenbelt, Dave Matthews Band, Laughing, Ukulele Jam Sessions, Cult Classic Movies, Philosophical conversation, Nintendo 64 Zelda, Reading the 'Bard

EXPERIENCE

[Fire Dancer Marketing](#)

Co-owner | Boise, ID | April 2021-present |

- Provides full-spectrum digital services for marketing small, local businesses
- Digital audits, branding strategy, client account management, content creation & editing, website building & management, Google analytics & reporting, SEO, Google & social ads, email marketing, graphic design, and videography

Education Manager

Discovery Center of Idaho | Boise, ID | Oct. 2019 - April 2021 |

- Developed the curriculum and implementation of all educational programs, such as science demonstrations, exhibitions, events, classes, outreach, professional development, employee training, and
- Managed and mentored a team of 20+ STEM educators and volunteers, focusing on engagement, inquiry-based teaching, and curiosity
- Audited & managed their [website](#)
- Audited the education department by improving documentation, and community content
- COVID 19 celebrations: took on 10 laid off employee job duties, self taught videography, and created "DCI at Home" [our virtual learning hub], producing over 30+ interactive blog posts and our biweekly "Hour with the Experts" videos

Digital Marketing Specialist

Keller Williams Realty | Boise, ID | Jan. 2019 - July 2019 |

- Developed marketing plan and continuous implementation for a digital presence, more organic leads and word of mouth referrals
- Designed & managed Wordpress website, social accounts, and digital content
- Worked SEO magic [through keyword research, indexing web properties, intentional content development] with use of Moz, Google keyword planner, Google Analytics, Google Trends, Hootsuite, Wordpress Basic HTML, Screaming Frog, Cloudflare

English Language Arts Teacher

Nampa School District | Nampa, ID | June 2018 - July 2019 |

- Customized and instructed curriculum for 3 different classes, aligned with first year of standard-based grading (was part of 10 teacher study in district)
- Transformed SAT scores from 39% to 59% grade-level proficiency in core subject
- First teacher in the state to [teach Harry Potter in curriculum](#) (yes, we played Quidditch!)

Content Editor

Krazy Coupon Lady | Boise, ID | Oct. 2018 - Jan 2019 |

- Edited and published 100+ articles per day for website content with SEO focus
- Worked primarily on Wordpress platform

English Language Arts / Theater Teacher

Notus School District | Notus, ID | July 2016- June 2018 |

- Created original curriculum and instructional material for 4 different types of classes
- Transformed SAT scores from 32% to 50% grade-level proficiency in core subject
- Started first theater program and produced a full-length play (a plaque went on the wall that I'm SO proud of)