

Shannon Hager, M.A.

IT Analyst

[shannonphager@gmail.com](mailto:shannonphager@gmail.com)

[Shannon Hager, M.A. \(journoportfolio.com\)](http://ShannonHager.M.A.(journoportfolio.com))

[Shannon Hager | LinkedIn](#)

## **Skills Summary**

### **IT Troubleshooting**

- 8 years of experience
- Built rapport with users over the phone
- Identified the user's issue/issues
- Performed troubleshooting steps to fix the issue
- Resolved technical issues
- Referred cases to the appropriate resolver groups

### **SEO & Content Writing**

- Learned all the elements of a great blog post that will rank on page 1 of Google
- Created SEO Content Briefs from scratch after being given the target keyword
- Search Engine Optimization (SEO): 1) did Keyword Research, 2) conducted research on competitor's posts, and 3) determined search intent, success criteria, and format of the post to be written
- Communicated with others writers-answered content brief, payment, and any other questions
- Provided writer feedback
- Copyedited the writer's posts
- Wrote my own personal post on Digital Marketing Jobs that will be published on Smartblogger's website
- Optimized 4 posts for SEO in the MarketMuse program
- Uploaded the posts to Smartblogger's WordPress account and optimized them for publication
- Wrote 3 long form Ultimate Guides (2,000 words and up)

### **Additional Skills**

- Google Docs-Excellent
- Microsoft Word-Excellent
- Home Wi-fi troubleshooting-Excellent

## **Employment Experience**

### **Smartblogger Content Marketing Internship**

#### **Content Marketing Intern**

2021-2022

- Got the following certificates:
  - Content writing
  - SEO
  - Copyediting
- Wrote my own post on Digital Marketing Jobs, which will be published on the Smartblogger website soon

### **HCL Technologies**

#### **Technical Analyst**

2018-present

- Identified and troubleshoot the customer's application, hardware, and software issues

### **Conduent**

#### **IOS & CPU Tier 1 Technical Analyst**

2014-2018

- Identified, analyzed, and troubleshoot hardware and software issues on IOS devices & Mac computers

### **Caribou Coffee Company**

2013-2014

#### **Sandwich Maker**

- Crafted sandwiches for customers
- Built rapport with the customers
- Gained problem-solving skills-how to identify what a customer needs and get a fast resolution

## **Education**

M.A., Interdisciplinary Studies, The University of South Dakota, Vermillion, SD 2006

### **Licenses/Certifications from Smartblogger**

- Content Writing Certificate
- SEO Certificate
- Copyediting Certificate

