

MY UNIQUE SKILL SET CAN HELP PROMPT EMR



BUILD CUSTOMER LOYALTY, AND ADD MEANINGFUL VALUE BEHIND ITS BRAND



TIFFANIBACON, PT, DPT

Please let me know if you have
any questions!

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ABOUT ME

I'm a physical therapist, former business owner, and communications specialist, with experience in and passion for digital innovation and creativity. I live just outside of Charleston, South Carolina, and get excited about helping small to big sized organizations create impact with their customers.

How I Can Add Real Value To Prompt EMR

I am applying for the Senior Content Marketer position that I saw listed on a LinkedIn group called The Clinician Transition's (TCT) profile, of which I am also a member. As an employee of FOX Rehabilitation, working as a physical therapist (PT), you might be wondering why I'm applying for this role. I can assure you it's not an error, and I'm very interested in making this career transition into the marketing space!

As much as I have enjoyed working as a PT, I have found my favorite aspects of work have always involved patient education, including creating digital content and other marketing/educational materials and handouts. This realization led me to create my own website and blog, on behalf of my former pediatric company, Kinetic Kids, Inc., which had become very popular in the pediatric rehabilitative community. My former blog had also won two national media awards and is still, according to Feedspot.com, considered one of the country's top 50 therapeutic blogs in the country. I have also enjoyed building the blog, from the writing and editing to the graphic design and social media tasks.

I hold a Bachelor of Science degree in Marketing Management from Virginia Polytechnic Institute and State University and have also completed a certification in Executive Program in Practice Management from Evidence In Motion, which included courses in marketing, public relations, customer service, branding, and business strategy and development. Moreover, I will complete a HubSpot digital marketing certification by August 2023 and would also like to also complete a comprehensive marketing bootcamp by summer's end. As I progress in my career, I have realized that my heart lies in marketing, and I am ready to make the leap into full-time work.

HELLO
THERE

MY EVOLUTION

2009

The year I began my digital marketing journey through my former company, Kinetic Kids, Inc., which won two national media awards over its lifespan. The blog continues to be recognized to this day, thanks to its RSS feed as, according to Feedspot.com, Kinetic Kids' blog is considered one of the top 50 therapeutic blogs in the country, despite its closing over four years ago!

10

The number of businesses (The NBA's Charlotte Hornets, FOX Rehabilitation, and small to mid-sized physical therapy practices) and non-profit organizations (the APTA is its respective SIGs/chapters, charitable organizations, schools and universities) that I've had the opportunity to work with on their marketing initiatives.



MORE THAN MARKETING



**HOW I'M DIFFERENT
FROM OTHER
APPLICANTS**

What distinguishes me from other candidates?

What distinguishes me from those who are also vying for the Senior Content Marker position? I pay attention, I know how to effectively communicate, and I know how to build a business brand.

Being the former founder and CEO of the startup, Kinetic Kids, Inc, gave me an opportunity to understand the ins-and-outs of the physical therapy industry, and to take on tasks I might not have at a larger company. I believe this experience and my proven track record of achievement, gives me a slight edge over other applicants, as my unique skill set and qualities needed for this role would, if hired, result in my being able to contribute to the team's objectives right away, leading to both growth and a positive return on investment.

I've selected sample pieces of my previous work to showcase on subsequent pages of this eBook: Slideshares, infographics, vlogs/videos, eBooks, and other forms of digital media. I truly hope you enjoy them!



SAMPLE INFOGRAPHICS

Children Thrive, when supported through their strength, gifts, and interests.

THE KINETIC KID

VOL. No. 1 CHARLOTTE, TUESDAY, MARCH 22, 2016 50 CENTS

April is Occupational Therapy Month!

At Kinetic Kids, Occupational Therapists work with children and their families to help the child participate successfully in his or her daily activities at home, school and in their community.

- How will my child benefit from Occupational Therapy?**
The goal of all treatment is to help the child live a happy and successful life. Many children not only increase their skills through occupational therapy, but can also increase their confidence in daily activities and improve their relationships with peers and family.
- Occupational Therapists work with children who are demonstrating difficulties in:**
 - Coordination
 - Fine Motor Skills
 - Handwriting
 - Social Skills
 - Sensory processing
 - Feeding
 - Vision
 - Attention
 - Behavior
 - Equipment Needs
- What will my child work on in Occupational Therapy?**
Visual thinking has been described as seeing words like a series of pictures. This phenomenon is common for approximately 60% of the population. We remember 80% of what we see, 20% of what we read and only 10% of what we hear. This means that most people learn better through pictures and other visual elements.
- What will Occupational Therapy treatment sessions look like?**
Most of the time Occupational Therapy will look like the therapist is playing with your child. This is because children learn best through play. The therapist carefully selects activities and adapts them to your child to help them develop skills while also having fun!
- How do I know if my child needs Occupational Therapy?**
If you have concerns with any part of your child's development or daily life skills, an Occupational Therapy evaluation can help determine why your child may be struggling. A therapist can then help you decide what to do in order to best help your child.

1016 Euclid Ave. Charlotte, NC 28203
704.807.5699 info@mykinetickid.com

SCHEDULE AN EVALUATION TODAY!

KINETIC KIDS, INC.

3 "Suite" Tools ... for Academic, Calming, Social Language, and Social Developmental Success!

Kinetic Kids, Inc. offers "suite" tools that empower children with disabilities to perform well in the classroom, engage and interact appropriately with their peers, in addition to equipping them with effective ways to self-care. At Kinetic Kids, we strive to equip both children and their parents by having each family member become members in their own story! Below are several "suite" tools that allow us to do just that.

ACADEMIC SUCCESS

We actively and collaboratively help students strive toward their maximum potential.

Handwriting Without Tears makes handwriting an automatic and natural skill for children of all ability levels. The **FastForWords** Family of Computer Programs aids in critical processing and memory skills, improving attention and reading comprehension. The **Alert** program helps those who are active, easily distracted at school, or lethargic.

CALMING SUCCESS

We help students develop their self-regulation skills for optimal engagement with those around them.

Crossmodal Therapy is a gentle, non-invasive, non-stim body treatment that aids in relaxation. **Suppree** is a social thinking curriculum that uses a comic book and superhero to teach strategies to overcome negative behaviors. **Alert** therapy encourages individuals to express themselves without the need for words.

SOCIAL SUCCESS

Students are given tools to develop favorable character traits to present their "best self" before the world.

Our social development and language skills groups give kids social thinking practice opportunities in small groups. The **FastForWords** Family of Computer Programs aids in critical processing and memory skills, improving attention and reading comprehension. **Suppree** is a social thinking curriculum that uses a comic book and superhero to teach strategies to overcome negative behaviors.

How do students use these tools interchangeably?

Because they are all "must-haves" at school and in the game of life.

Family, friends, and their community look for these skills to continue to grow and develop, as children get older.

Teachers will use these consider these tools to when advancing students to the next grade.

As we talk more about these tools, it will be important to know that the way each child understands and uses such tools can vary.

And if we're a community trying to figure out how to help our kids get exactly what they need, then we have to link the right solutions.

In summary:
If the issue is academically related, then maybe we can work with your child and develop an individualized, comprehensive program that will enhance both their grades and critical thinking skills.
But if the challenge is social in nature, the answer might be found in improving language and communication abilities, which would better peer engagement.
And if self-regulatory skills need to be addressed, it is possible to develop personal action plans that give each student the opportunity to refine their abilities, while increasing their sense of self-worth.

Kinetic Kids, Inc. | 1016 Euclid Ave., Charlotte NC 28203 | 704.807.5699 | info@mykinetickid.com

Want to Sea Change at Home? 8 Simple Rules for Raising a Healthy Kid

Practical methods to pull it off. These will have a huge impact on your kids' health.

From one mom/dad to another. These options are in no particular order.

- Offer lots of Fruits & Veggies**
Eat five servings per day. Protects against cancer and prevents obesity. Kids need to be taught to like fruits and veggies due to unfamiliarity.
- Enforce a Regular Bedtime (starting in toddlerhood)**
Decreases hyperactivity. Kids will perform better in school.
- Teach hand-washing**
Germs transfer from our hands and into our bodies when we touch our eyes, mouth, or nose. Young kids especially touch their faces a lot, so reduce the number of germs on their hands.
- Brush Teeth with Fluoride**
Even mild tooth decay can hurt a child's health, causing pain, poor eating, and reduced sleep. Simple brushing protects teeth if you use fluoride.
- Vaccinate on time**
Follow your child's pediatrician's advice. Delays in vaccinations could lead to undesirable side effects.
- Apply sunscreen, all year long**
Kids are especially sensitive to ultraviolet radiation. Try to keep younger babies out of the sun all together. If a child's skin cells are damaged, he/she runs a greater risk of developing cancer. For kids 6+ mo., apply sunscreen when exposed to the sun.
- Insist on a helmet**
It should rest two-fingers above the eyebrows, and not slide around. Insist that your child wear a helmet when they ride anything with wheels.
- Use safety straps**
Babies are prone to falls due to their disproportion bodies, so keep them safely strapped in their seats. Carefully follow the instructions on your child's car seat, booster seat, or seat belt so he/she stays safe. Kids love to climb but to prevent your own anguish, always use safety belts when available.

Kinetic Kids, Inc.

1016 Euclid Ave. Charlotte, NC 28203 704.807.5699 info@mykinetickid.com

Name

Email

Newsletter Sign Up



SAMPLE INFOGRAPHICS

4 MUST Reasons HAVE On Why

YOGA IS GREAT FOR KIDS

Problems Facing Children Today: Issues in the USA & Other Developing Countries

3 MAIN HEALTH & WELLNESS ISSUES

These three problems are statistically the most problematic for kids today.

Issue 1: OBESITY Obesity is among the easiest medical conditions to recognize and the most difficult to treat. Unhealthy weight gain due to poor diet and lack of exercise leads to over 300,000 deaths each year.

Issue 2: STRESS Research shows that untreated kids with anxiety disorders are more at risk to perform poorly in school, miss out on social experiences, & engage in substance abuse. Anxiety disorders tend to co-occur with depression, eating disorders, & ADHD.

Issue 3: AUTISM An estimated 1.5 million people in the U.S. and tens of millions worldwide are affected by autism.

WHY THESE ISSUES?

Reasons we need to place greater focus on these topics.

Autism Spectrum Disorder (ASD) 1 in every 110 children are diagnosed with some form of ASD, making it more common than childhood cancer, juvenile diabetes, and pediatric AIDS combined.

Anxiety Disorders Anxiety disorders affects 1 in 8 children.

Obesity About 15 to 53% of children and adolescents are obese. 85% of children have Type II Diabetes.

Autism is increasing 10-17% annually.

WHAT DOES YOGA DO?

It's an amazing mind, body, & breathing practice tool, helping children to:

- MENTAL:** Enhance concentration & focus to manage conditions. Benefits children who have various mental & physical conditions. Accept & express their feelings appropriately.
- PHYSICAL:** Increase physical activity & enhance their wellness. Helps maintain health through physical exercise. Develop coping strategies.
- EMOTIONAL:** Develop relaxation techniques. Helps children with eating disorder decrease their preoccupation with food. Increase healthy responses to stress.

Most children need at least an hour of physical activity every day because regular exercise can help children:

- Reduce stress & sleep better at night
- Feel better prepared & focused to learn at school
- Increase confidence
- Build & keep bones, muscles, and joints healthy

Want even more reasons to allow your child to enjoy yoga's awesome -sauce?

- Kids enjoy healthy movement, while feeling better about themselves in a non-competitive environment.
- They learn to better manage their stress through breathing and meditation.
- Yoga gives kids (and adults!) the opportunity to disengage from electronic devices.

Yoga rocks!! Share and spread the word!

Eager to jump-start your family's yoga routine?
Click HERE for some sample, yet cool, yoga poses that will help you and your little one de-stress and stay calm!

To receive more awesomeness like this, click HERE to sign up for our newsletter!

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A Parent's Roadmap to Sensory & Movement Activities In the Classroom

Movement and sensory input (making use of fidgets) is critical to learning by helping students better use both sides of their brains. By allowing children to take "brain breaks" during school, their ability to organize, sort, and integrate information is improved. The suggestions below would also help:

1 Heavy Work Activities

- Wash or wipe chalkboard
- Wash desks or tabletops
- Push or stack chairs
- Clear away bookshelves
- Open doors for others
- Sharpen pencils with manual sharpener
- Wear heavy backpack
- Move trash can to another location
- Carry baskets of items
- Make deliveries to the office
- Squeeze stress balls or fidget toys
- Cut heavy paper or cardboard with scissors

Take movement or stretch breaks throughout the day

2 Movement Activities

- Sit in a rocking chair when reading or during free time
- Sit on an inflated air cushion placed on a chair or floor
- Hand out papers and materials for the teacher
- Push your feet into the hand place around chair legs
- Do head, neck, and shoulder rolls while sitting
- Take a stretch break after sitting for a long time
- Breathe deeply - in through your nose, and out through your mouth

3 Weight Bearing Activities

Ask your school's occupational therapist for equipment to try, such as a weighted vest or a ball chair!

- Chair push ups
- Push on desktop or table top
- Wall push ups
- Crab walk
- Spider Walk
- Wall slides
- Crush paper into a tight ball
- Bounce on a therapy ball
- Jump on a mini-trampoline

4 Keep Your Mouth Working Hard With These Mouth Tools

- Chew straws or coffee stirrers
- Chew on gum (if allowed)
- Chew on licorice or toothpaste
- Sip water through a sports bottle
- Suck on hard candy or lollipops
- Suck on applesauce through a straw
- Eat crunchy foods (such as pretzels, carrots, etc.)

It's time to start moving, have a great time, and most importantly, learn!

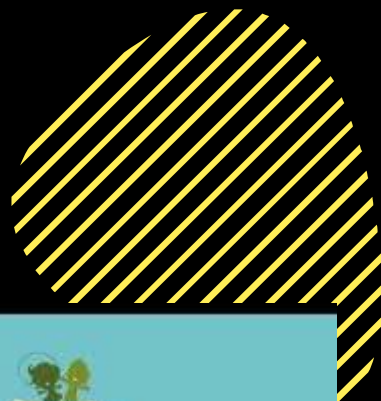
Ready, set, go!

CALL TODAY!
704.207.2059
www.mykidstickid.com

SAMPLE VLOGS/VIDEOS



SAMPLE VLOGS & VIDEO



To see additional videos, please click the following icon to view Kinetic Kids' former YouTube channel:

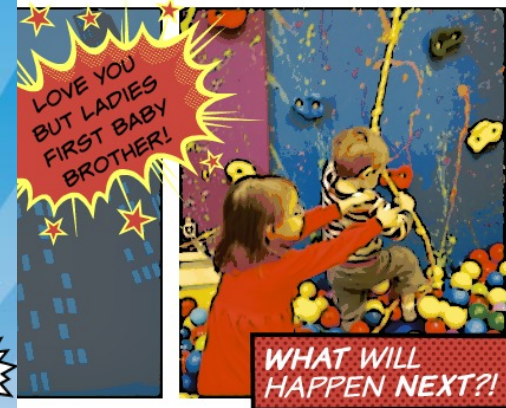




SAMPLE STANDARD SOCIAL MEDIA POSTS & FLYERS



Therapeutic Benefits of **Rock Climbing**





SAMPLE STANDARD SOCIAL MEDIA POSTS & FLYERS



Now... let the

ANIMAL WALK

awesome-sauce
begin!!

PROPRIOCEPTION CHEAT SHEET

PROPRIOCEPTIVE AVOIDING BEHAVIORS

- ✳ Appears lazy or lethargic
- ✳ Avoids active activities (running, jumping, etc.)
- ✳ Prefers to sit still
- ✳ Avoids touch from others
- ✳ Seems uncoordinated
- ✳ Needs to engage in familiar activities
- ✳ Difficulty using stairs

PROPRIOCEPTIVE SEEKING BEHAVIORS

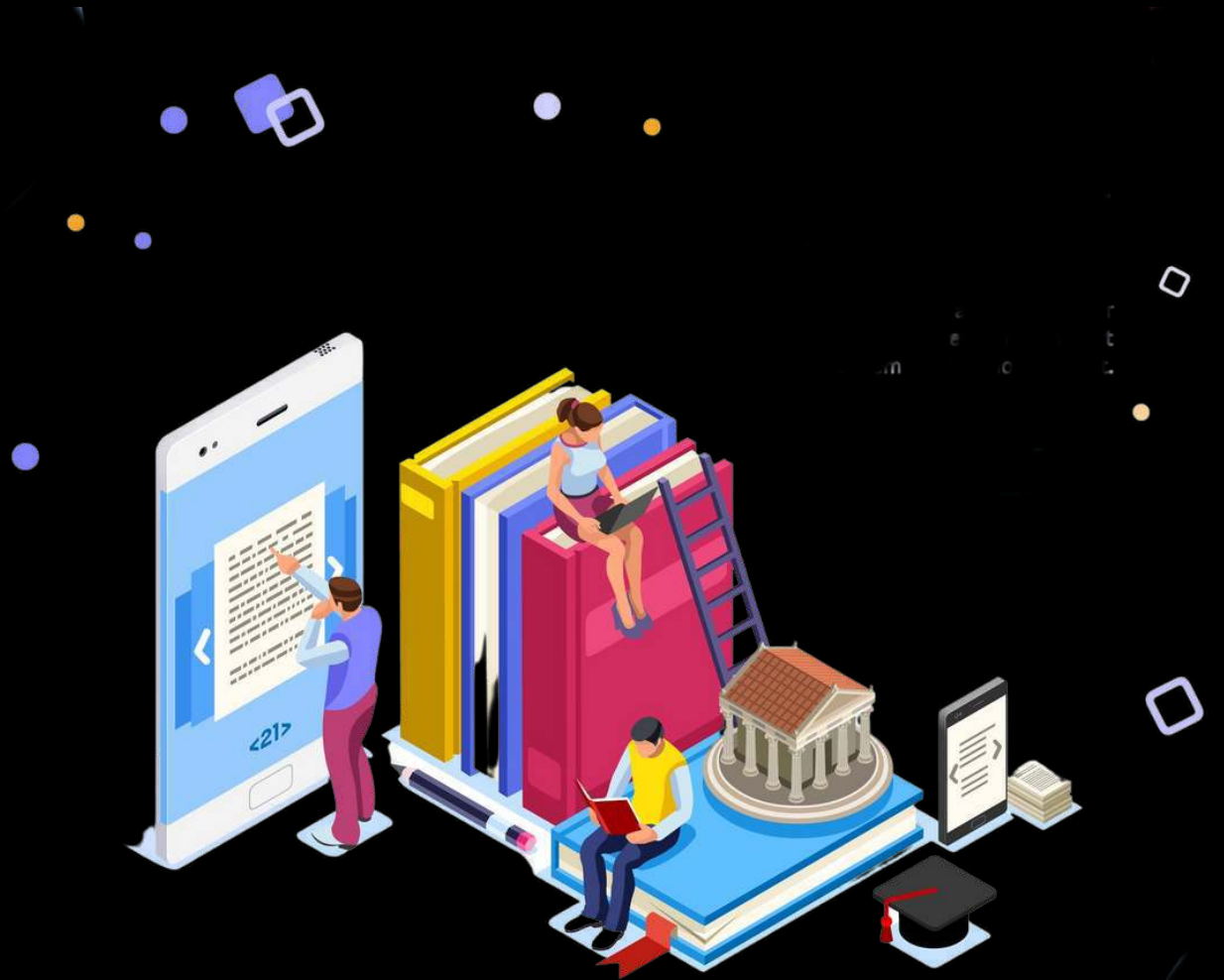
- ✳ Runs into objects, walls, or people
- ✳ Uses extreme force
- ✳ Stomps, walks loudly
- ✳ Poor body awareness
- ✳ Kicks, bites, & hits
- ✳ Poor personal space
- ✳ Chews clothing, pencils, fingers



SAMPLE EBOOKS & SLIDESHARES

The eBooks and slideshares that I've created are all in pdf-form.

Unfortunately, I am unable to upload this particular content to this portfolio. I will attach them, along with this particular eBook, in an email message.





SPECIALLY MADE TO OPTIMIZE

PROMPT'S ONLINE GROWTH

Data-driven online marketing tactics are brought to life through creativity and innovation. They are the bedrock of the most effective marketing initiatives, ensuring that all marketing activities are consistent, relevant, and appropriate for Prompt's target audience's changing and evolving demands.

The aforementioned digital media were individually posted throughout Kinetic Kids' social media accounts, including our former website, which was optimized with appropriate keywords accordingly. Furthermore, each article had an image(s), but usually a video (or vlog) attached, along with hyperlinks to related articles and a customized "call-to-action" button, which took the user to a landing page. The landing pages housed freebies for users, which was usually a free eBook that highlighted practical, fun therapeutic activities for parents and their children to enjoy together.

Moreover, I routinely would check Kinetic Kids' former website, against HubSpot's website grader to ensure that collectively, each webpage was continually reaching top optimization capabilities.

**THANK YOU FOR
YOUR TIME IN VIEWING
THIS PORTFOLIO!**



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have any questions!**

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