

TANYA ROHRMOSER

COMMUNICATIONS • MARKETING • EDUCATION

CONTACT

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CORE COMPETENCIES

- Highly creative and proficient editor, copywriter, and storyteller; skilled in targeted messaging and developing strong content strategies;
- Experienced in research, interviews, public relations, and crisis communications;
- Efficient project manager, relied on to organize content calendars, produce marketing collateral, run focus groups, execute campaigns, and analyze data;
- Adept at fostering genuine, professional relationships; possessing excellent interpersonal and collaborative skills able to liaise with key stakeholders and community partners to determine measurable objectives; and
- Brand-focused, strengthening organizational identity in keeping with its mission, vision, and values.

EDUCATION

Post-Graduate Certificate

Professional Writing & Communications
Humber College – 2017

Master of Arts

English Literature
Brock University – 2010

Bachelor of Arts

English Language & Literature
Brock University – 2009

TECHNICAL SKILLS

- Microsoft Office
- Adobe Creative Suite
- Google Analytics & Ads
- Web Admin: WordPress, Contentful, Blackbaud
- E-Marketing: MailChimp, Constant Contact, Blackbaud
- Social Media: advertising, scheduling (Hootsuite, Sprout, Buffer), content, content calendar, analytics
- Accessibility for web and social media
- Digital tools: Meltwater, Trello, Outlook

EXPERIENCE

Ridley College – St. Catharines, Ontario Communications Specialist

September 2019–present

- Manage and execute tasks for departmental projects and strategic initiatives by creating briefings, curating resources, supporting fundraising efforts, and developing effective content;
- Collaborate with internal stakeholders to determine scope, budgets, resources, deadlines, and strategic rationale;
- Write, edit, and deploy print and digital communications, including e-marketing, social media, lead gen campaigns, and more;
- Lead writer and content developer for Development's *Tiger* alumni magazine, determining strategic themes, writing articles and profiles, liaising with alumni, and leveraging content post-publication;
- Acting school-wide web administrator and project manager: reporting analytics, improving accessibility, and providing content for forthcoming new website; and
- Work closely with Ridley's Development and Admissions Departments to reach current families, prospective students, and global alumni population.

McMaster University – Hamilton, Ontario Communications Coordinator (freelance)

June 2019–March 2020

Managed communications for Dr. Tracy McDonald, exhibition curator and organizer of the *Animals Across Discipline, Time & Space* interdisciplinary event at the McMaster Museum of Art:

- Built and managed event website;
- Ran e-marketing and social media campaigns; and
- Designed marketing collaterals, liaising with vendors and stakeholders to coordinate production.



EXPERIENCE CONTINUED

University of Toronto Press – Toronto, Ontario **Social Media Specialist (Books Division)**

October 2017 – August 2019
August 2018 – 2019

- Developed and implemented strategic plan to grow brand and social media audience;
- Managed day-to-day execution of messaging, advertising, budget, analytics, and reports across platforms;
- Liaised with authors, editors, designers, and sales and marketing team to leverage books, events, and awards;
- Designed digital content, including photos, videos, marketing materials, and infographics; and
- Managed UTP's blog and content calendar: recruited contributors, wrote and edited content, and reported analytics.

Digital Marketing Coordinator (Journals Division)

October 2017 – September 2018

- In charge of all digital marketing for over 40 diverse academic journals;
- Managed 13 social media accounts: ads, content calendar, writing, scheduling, and audience engagement;
- Designed and deployed e-marketing campaigns, highlighting awards, events, new publications, and calls-for-papers;
- Contributed to events, designing collateral materials, assisting with conference organization, and staffing; and
- Member of the Journal Acquisitions Committee.

Toronto International Film Festival – Toronto, Ontario **Junior Digital Producer**

2017 Festival Season

- Loaded posts, videos, and photos onto TIFF website;
- Wrote content for web, focusing on building brand presence; and
- Edited stories, transcribed interviews, and created client and interview files.

House & Home Media – Toronto, Ontario **Editorial Intern**

May – July 2017

- Wrote for and scheduled content on social media platforms to build online following and brand presence;
- Generated content for both print and web, publishing articles and media releases on company website;
- Edited, fact-checked, and proofread articles, transcribed interviews, and managed digital archives; and
- Organized magazine and SIP mock-ups, while compiling detailed source and prop lists.

English Department, Brock University – St. Catharines, Ontario **Teaching & Research Assistant**

September 2009 – April 2015

- Facilitated thought-provoking, lively group discussion in a variety of courses for up to 180 students per term;
- Graded essays, ran workshops, and worked with students to help them improve research and writing skills;
- Maintained meticulously organized records of confidential documents and grades; and
- Helped professors with research, indexing, and preparing materials for publication.