

TANYA ROHRMOSER

COMMUNICATIONS • CONTENT • STRATEGY



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/tanya-rohrmoser

SKILLS

- ◆ writing
- ◆ social media
- ◆ analytics
- ◆ storytelling
- ◆ editing
- ◆ digital advertising
- ◆ web admin
- ◆ communications strategy
- ◆ graphic design
- ◆ e-marketing
- ◆ fundraising
- ◆ brand management

EXPERIENCE

Communications Officer

University of Toronto | Mississauga, On

October 2021- present

- In charge of all communication activities for the Office of the Vice-Principal, Research and the Critical Digital Humanities Initiative, developing plans and project schedules that support strategic objectives and creating a range of content to reach target audiences
- Determining best methods for collecting and analyzing data, analyzing metrics to ensure effectiveness of marketing efforts and reporting on results
- Organizing, executing, and promoting events and programs, including hosting workshops to advise and support researchers in knowledge mobilization efforts
- Producing promotional and outreach materials
- Managing websites: designing layout, maintaining information, ensuring accessibility, and analyzing traffic
- Creating and implementing effective social media and e-marketing campaigns
- Responsible for all media outreach and storytelling: placing stories, developing media workshops, writing articles, and leveraging external publications

Communications Specialist

Ridley College | St. Catharines, On

September 2019 - October 2021

- Managed and executed tasks for departmental projects and strategic initiatives by creating briefings, curating resources, and developing effective content
- Collaborated with internal stakeholders to determine scope, budgets, resources, deadlines, and strategic rationale
- Wrote, edited, and deployed print and digital communications, including ads, newsletters, social media, lead gen campaigns, and more
- Contributed significantly to the donor cycle — including Ridley's \$50M successful Capital Campaign — working on annual appeals, campaign proposals, newsletters, and planned giving materials; audience analysis and segmentation; and donor and alumni event marketing
- Lead writer and content developer for Development's *Tiger* alumni magazine, determining strategic themes, writing articles and profiles, and leveraging content
- School-wide web administrator and project manager: reporting analytics, improving accessibility, providing content for new website, and working closely with web developers

University of Toronto Press | Toronto, On

October 2017 - August 2019

Social Media Specialist | August 2018 - 2019

- Developed and implemented strategic plan to grow brand and social media audience
- Managed day-to-day execution of messaging, advertising, budgets, 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
- Managed UTP's blog and content calendar: recruited contributors, wrote and edited content, and reported analytics

Digital Marketing Coordinator | 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

Junior Digital Producer

Toronto International Film Festival (TIFF) | Toronto, On

2017 Festival Season

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

Editorial Intern

House & Home Media | Toronto, On

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
- Organized magazine and SIP mock-ups, while compiling detailed source and prop lists

Teaching & Research Assistant

Brock University | St. Catharines, On

September 2009 - April 2015

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