

TANYA ROHRMOSER

MARKETING & COMMUNICATIONS SPECIALIST

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EDUCATION

Post-Graduate Certificate 2017
Professional Writing & Communications
Humber College | Toronto, ON

Master of Arts (M.A.) 2010
English Literature
Brock University | St. Catharines, ON

Bachelor of Arts (B.A.) 2009
English Language & Literature
Brock University | St. Catharines, ON

TESTIMONIALS

"Tanya is exactly what you would hope for in a communications manager: detailed, keen to experiment, strategic, and empathetic. She is an expert at managing multiple projects, bringing fresh ideas to the table (as well as knowing precisely where to draw the line), and working with a complex group of stakeholders. She has led projects where she has also guided junior colleagues new to communications work, offering training and feedback with exceptional results.

Above all else, Tanya brings kindness, understanding, and an unflinching sense of humour to her work. She is truly a rising star and will be an asset to any team."

— **Dr. Danielle Taschereau Mamers**
Managing Director, Critical Digital
Humanities Initiative, U of T

Marketing and communications specialist with 7+ years of experience developing successful campaigns and strategies, creating eye-catching content, telling stories, and growing online audiences. Provides consultations services for researchers and industry professionals to help them build both brands and communities, launch projects and mobilize knowledge.

ESSENTIAL QUALIFICATIONS

- ◆ Demonstrated success producing comprehensive communications plans that support strategic frameworks and elevate brands
- ◆ Known for relationship building and maintaining genuine and meaningful connections with key stakeholders, partners, team members, and leadership
- ◆ Strong project management, planning, and organization skills, taking projects from ideas through execution
- ◆ Proven track record managing digital media channels and forging online communities
- ◆ Highly creative storyteller with exceptional writing, editing and design skills

EXPERIENCE

Communications Officer

University of Toronto | Mississauga, ON

October 2021- present

Managing communications for the Office of the Vice-Principal, Research (OVPR) and the Critical Digital Humanities Initiative (CDHI), developing comprehensive plans that support strategic priorities and build out both brands; determining key audiences; and producing engaging content to showcase activities and raise department profiles.

- Increased digital audiences across social media by more than 40% and 400% respectively to date; produced a jump in subscribers by 180% and 135%
- Leading the rebrand of UTM's research office, working with designers, web developers, vendors, and Trademark team to ensure a smooth and clean transition
- Consult with and advise researchers from across the tri-campus on knowledge mobilization activities, working with them to develop impactful, manageable strategies, and to determine messaging, audience, scope, and evaluation
- Launched the OVPR's inaugural Strategic Framework and first-ever Annual Report
- Manage a small team of creators to develop content highlighting the CDHI and its members across the University
- In charge of marketing and coverage for a diverse array of programming and more than 75 in-person and virtual events, improving guidelines and establishing best practices around accessibility, promotion, media, data, and storytelling

"There are few marketing communications professionals as talented and multifaceted as Tanya. Initially hired for her deep proficiency in writing and editing, Tanya quickly evolved into a key content strategist and digital guru for Ridley College — thoughtfully curating and developing high quality communications, then determining channels and timing to optimize their impact. During my time as her supervisor, there was never a task too insurmountable for Tanya, who is energized by finding creative, qualified solutions."

As a colleague, Tanya offers calm leadership, is incredibly dedicated, is a natural mentor, and is consistently seeking knowledge that will augment her already extensive repertoire."

— **Andrea Lane**

Director of Strategic Communications and Marketing, Ridley College

PROFESSIONAL DEVELOPMENT

Certificate 2023
MobilizeU: Knowledge Mobilization Course
Research Impact Canada | Toronto, ON

AODA Web Accessibility Training 2021

Member
U of T Equity, Diversity & Inclusion
Community of Practice

U of T Multimedia
Community of Practice

U of T Social Media
Community of Practice

Communications Specialist

Ridley College | St. Catharines, ON

Sept 2019 - Oct 2021

- Wrote, edited and deployed a range of content targeted at various domestic and international audience groups, including internal and public-facing communications, print and digital advertising and lead generation campaigns
- Lead writer and editor for Ridley's alumni magazine: determining strategic themes in line with school priorities; writing reports, articles and graduate profiles; and leveraging key content post-publication for fundraising initiatives
- Co-led the development of the new school website, running focus groups to determine various stakeholder needs, writing and organizing visual content production, working closely with developers from design to completion
- Contributed significantly to the donor cycle — including Ridley's successful \$50M Capital Campaign — working on annual appeals, campaign proposals, newsletters, and planned giving materials; audience analysis and segmentation; and donor and alumni event marketing
- Successfully developed and implemented international Admissions campaigns which directly impacted enrolment targets during a global pandemic

University of Toronto Press | Toronto, ON

Oct 2017- Aug 2019

Social Media Specialist

- Developed a robust social strategy to strengthen brand and grow digital audiences
- Managed all messaging, content calendars, advertising & budgets, and reporting
- Collaborated with authors, editors, designers, and sales as part of the marketing team to promote books, events, awards, sales, and the larger brand

Digital Marketing Coordinator

- In charge of digital marketing for 40+ diverse academic journals, including web, newsletters, advertising, the UTP blog, listservs, and 13+ social media accounts
- Contributed to events and conferences, designing marketing materials and assisting with promotion, logistics and staffing

Junior Digital Producer

Toronto International Film Festival | Toronto, ON

2017 Festival Season

Worked with marketing team to prepare film materials for promotion, writing stories, managing client files, transcribing interviews, and updating the TIFF website.

Editorial Intern

House & Home Media | Toronto, ON

May - July 2017

Worked as part of the editorial team, fact-checking, editing and preparing articles for publication; generating content for both print and web; managing digital archives; organizing magazine mockups and compiling source and props lists; and helping to execute digital content calendar on social media platforms.