

TANYA ROHRMOSER

COMMUNICATIONS • STRATEGY • ENGAGEMENT

CONTACT

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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

PROFESSIONAL AFFILIATIONS

MobilizeU: Knowledge Mobilization
Research Impact Canada | Toronto, ON

Strategic Communications (Member)
Community of Practice | U of T

Equity, Diversity & Inclusion (Member)
Community of Practice | U of T

Generative AI (Member)
Community of Practice | U of T

Social Media (Member)
Community of Practice | U of T

PROFESSIONAL SUMMARY

Strategic communications leader with over 8 years of experience in academic, nonprofit, and innovation sectors. Proven success in developing integrated communications strategies that elevate institutional visibility, engage diverse audiences, and drive measurable impact.

At the University of Toronto, I've led cross-functional initiatives including the launch of a biotech startup accelerator, the rebranding of a research office, and the development of strategic frameworks and annual reports.

My work spans digital storytelling, stakeholder engagement, media relations, and brand development, with a strong focus on amplifying research and fostering public impact. Known for collaborative leadership, editorial excellence, and a values-driven approach, I bring creativity, precision, and empathy to every project.

EXPERIENCE

University of Toronto Mississauga | Mississauga, ON

Oct 2021 - present

Senior Communications Officer | Research & Innovation Office (OVPRI)

- Plan and execute communications strategy, aligning all activities and materials with OVPRI priorities. Co-organize and promote annual research celebrations and events.
- Collaborate with senior leadership, stakeholders, and tri-campus communications teams to enhance processes and advance initiatives.
- Develop content across digital platforms, including stories, videos, virtual tours, and more.
- Led the successful rebrand of the office and launched its inaugural strategic framework and annual report.
- Craft comprehensive communications plans, build brand identities, and produce internal and external materials to raise visibility and showcase impact.
- Leverage analytics and performance metrics to guide strategy, optimize campaign effectiveness, and inform content development across platforms.

Communications Lead | SpinUp at UTM

Aug 2023 - present

- As part of the SpinUp founding team, conceptualize and implement SpinUp's end-to-end communications strategy: in charge of brand identity, content development, marketing collateral, and storytelling.
- Foster a robust online community via digital platforms, resulting in engagement rates well above industry standards and ongoing recruitment of startups, partners, and sponsors.
- In charge of major promotion activities and collaborations, working with stakeholders across U of T's entrepreneurship ecosystem and marcom teams in major multinationals.
- Provide startup founders with strategic branding and communications support.

TOOLS & PLATFORMS

Digital Strategy & Analytics:

Google Analytics, Hootsuite, Sprout Social

Design & Content Creation:

Adobe Creative Suite, Canva

Web & CMS Platforms:

WordPress, Drupal, Wix, Blackbaud

CRM & Email Marketing:

MailChimp, Constant Contact, Blackbaud

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**
Former Managing Director,
Critical Digital Humanities Initiative, U of T

"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**
Former Director of Strategic Communications
and Marketing, Ridley College

Communications Officer | Critical Digital Humanities Initiative, U of T

Oct 2021 - May 2024

- Developed and implemented a comprehensive communications and brand strategy, elevating visibility and aligning messaging with initiative goals.
- Directed marketing and media coverage for over 75 events, including high-profile in-person and virtual programming, ensuring consistent messaging and broad reach.
- Expanded digital audiences by over 400% and increased subscriber base by 135% through strategic content planning and audience engagement initiatives.
- Facilitated cross-campus consultation sessions, advising researchers on knowledge mobilization strategies to enhance the public impact of academic work.

Ridley College | St. Catharines, ON

Sept 2019 - Oct 2021

Communications Specialist

- Wrote and deployed a range of content targeting diverse domestic and international audiences for a prestigious private boarding school, 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; writing reports, articles and graduate profiles; and leveraging content for fundraising initiatives.
- Co-led the development of the new school website, running focus groups, writing and organizing visual content production, and working closely with developers.
- Key contributor 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 | Book Division

- Designed and executed a social media strategy to strengthen brand identity and significantly grow digital audiences.
- Managed end-to-end campaign execution, including messaging, content calendars, paid advertising, budget oversight, and performance reporting.
- Collaborated cross-functionally with authors, editors, designers, and sales teams to promote books, events, awards, and initiatives.

Digital Marketing Coordinator | Journals Division

- Led digital marketing for 40+ academic journals, overseeing web content, newsletters, advertising, the blog, listservs, and 13+ social media accounts.
- Supported event and conference initiatives, designing promotional materials and contributing to logistics, staffing, and on-site marketing efforts.

Toronto International Film Festival | Toronto, ON

2017 Festival Season

Junior Digital Producer

House & Home Media | Toronto, ON

May - July 2017

Editorial Intern