

## Tanya McGinnity

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### PROFESSIONAL EXPERIENCE AND SKILLS

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Listed below are specific skills that I have cultivated over my career that touch upon client services, project, marketing, content, community and social media management within both agencies and start-ups.

#### **Strategy, Marketing, Social Media, Content and Community Management:**

- Strategic planning, research, competitive intelligence, market research, brand strategy and new business development.
- Sales, customer support and product management.
- Content creation and content marketing strategies for blogs, websites, whitepapers, press releases, conference sessions, journal abstracts and webinars.
- Social media training, management, monitoring and analytics.
- Development and management of contests, promotions, tradeshow collateral, catalogues, co-promotions, web, print, direct mail, television and radio campaigns.
- Community management: conversation and relationship building, social media monitoring, customer relationship management, crisis management, product feedback and the evaluation of campaign and day-to-day metrics.

#### **Project/Account Management and Client Services:**

- Project management from start to finish including collaboration with internal teams and clients in the development of the overall strategy, budget definition and the creation the initial project plan including all project phases and milestones.
- Creation and maintenance of all supporting project materials for both internal and external use including client presentations, internal file systems and communications to ensure seamless flow of information with all involved.
- Day to day management and support to ensure that deliverables are on time, on budget and of exceptional quality. Collaborate with internal talent, freelancers and suppliers to secure design, development, integration, usability, testing, copy, translation, voice-overs, printing and all other essential components for project completion.
- Prototyping, quality assurance testing, bug tracking and usability analysis of websites and applications.

### EMPLOYMENT HISTORY

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#### **Brand Journalist:** Onboardly, Moncton - August 2014 – August 2016

- I defined the brand voice for each of Onboardly's clients and crafted stories to attract press mentions in order to acquire new customers and generate sales.
- While managing a team of several writers, I developed story ideas, drafted outlines and edited finished pieces to prepare them for publishing on corporate blogs and in the press as contributed content pieces.
- I explored new venues for promoting clients such as content partnerships, niche blogs, webinars, influencer relations, advertising and marketing campaigns.

#### **Social Media Manager:** PALM+ HAVAS, Montreal - May 2014 - August 2014

- I developed a social media guide to help instruct and encourage individual Volkswagen dealerships on to become active online.
- Created the strategy for rolling out these new efforts to dealers, including an editorial calendar and suggested content materials for their use.
- Project managed a microsite designed to help convey this information to dealers.
- Created of copy and editorial calendars for various other in-market campaigns for Volkswagen such as events and contests.

- Researched campaign performance of various in-market initiatives

**Community Manager:** Qwalify, Kitchener - July 2013 - April 2014

- Content marketing: managing and building the content schedule, writing materials such as blog posts, newsletters, white papers and material for social media channels.
- Social media: creating, managing and growing Qwalify's presence through blogs, Twitter, Facebook and connecting online.
- Seeking out PR initiatives such as online media and podcasts
- Market research to aggregate industry statistics and activities. Disseminate data to team members.
- Customer support via phone, email, Twitter and live chat.

**Community / Project Manager:** Hololabs Studio + Hinterland Studios - April 2013 – July 2013

- Consulting, research and production assistance for two indie gaming studios in need of help with the completion of their development application for Canada Media Fund grants.
- While on contract with Hinterland Studios, I helped develop a successful Kickstarter campaign strategy for their upcoming game, 'The Long Dark'.

**Community Manager/Generalist':** Sceneverse, Kitchener - August 2012 – November 2012

- Primary voice of the blog and conducted community outreach on various social networks.
- Delivered project management methodologies to this emerging start-up's toolbox
- Crafted several early entry marketing strategies to refine brand and product messaging.
- Defined new opportunities for funding, potential technology partners and future features to be added to the product road map.

**Project Manager:** Engagement Labs, Montreal - June 2012 - August 2012

- Helped a growing agency establish processes and procedures for their project management department.
- Worked on the project management and creative development of several campaigns.
- Helped instruct and mentor two community and content managers

**Project/Account Manager:** Plank, Montreal - January 2011- February 2012

- Project management and client services for the Student Society of McGill University, several pharmaceutical clients, Fantasia Film Festival, WowWee and Paper Jams educational toys, Canada Tibet Committee and Yellow Pages Group.

**Clients and Projects | Contract Positions | 2008 - 2010:**

Provided services as a freelancer such as: digital and social media strategy development, analysis, research, copywriting, public relations, project management and community management.

**Project/Account Manager:** Uranium Interactive, Montreal (Maternity Leave Contract)

August 2010- December 2010

- Project management and client services for Loblaw's President's Choice Sustainable Seafood, Uniprix and McKesson Canada.

**Community and Marketing Manager:** divine.ca, Montreal – 2009

- I was charged with the cultivation of their online community and helped to build relationships with site visitors. I worked on marketing programs, community strategies and helped to support and mentor the sales team. I also provided feedback on how to encourage social interaction between the editorial team and their readers.

**MarComm Specialist:** Integration New Media, Montreal - 2008-2009

- I was responsible for developing blog content, white papers and sales materials relating to INM's products and services and sought out areas to promote and discuss the company and its products and services with others. I performed media monitoring within their industry, wrote and sent press releases, conducted webinar, wrote journal abstracts and prepared conference sessions to further share information with interested parties.

**Community Manager: Praized Media, Montreal - 2008**

- As Community Manager with this small software start-up, I was the chief evangelist for the company and products and monitored and engaged in online conversations to ensure that Praized was effectively represented and new users were made to feel welcome and informed. I was the voice of the Praized Product Blog and developed pitch documents to secure product reviews, conference sessions and speaking engagements.

**Director of Social Media: ihaveanidea.org, Montreal – 2008**

- Responsible for the reinvention of the ihaveanidea.org website in order to provide visitors with additional social media tools to encourage community involvement. I developed the strategy, established the project budget, functional specifications, wireframes and schedule as well as found a web developer to collaborate with. I also worked on pitch documents for global events, advertising efforts and strategic partnerships for such companies as Google and Corbis.

**Project/Account Manager**

CloudRaker, Montreal - November 2006 - March 2008

- Project strategy, planning and execution as well as client services. One of my key projects with CloudRaker was the planning, production and launch of RealChampions.ca, a Bell Canada sponsored social media driven website to allow Canadian fans and athletes to connect with one another. This project won a Canadian New Media award and was well covered in the press
- Additional clients I worked with include: Bell.ca (Projects for their digital television and mobile telephone product lines) and Garnier.

**Project/Account Manager**

Twist Image, Montreal - July 2005 – November 2006

- Project strategy, planning and execution as well as client services. The primary project I was responsible for was the production and marketing plans for was the production and Scotiabank Canada's financial portal, MyVault, which won Twist Image and Scotiabank both a Digital Marketing Award and Boomerang Grand Prix.
- Additional clients I worked with include: ICP Solar, Mount Sinai Hospital, Telus and Bombardier.

**Project/Account Manager**

Precision Advertising, Montreal - September 2001- July 2005

- Provided project management and client support for both traditional and digital productions.
- Clients I worked with include: Schering Plough (Claritin, Alerius, Dr. Scholl's, Coppertone, Hydrasense), Royal Bank, Promotional Products Association of Canada, Western Optical, Meyer Cookware and Redken / L'Oreal.

**International PR Coordinator / Channel Marketing Coordinator**

Matrox Graphics, Montreal - August 1999 – July 2001

- Execution of marketing plans and support for the marketing, public relations, graphic design and sales teams within a notable Canadian graphics card company

**EDUCATION**

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**Independent Studies** | Thompson Rivers University, British Columbia, February 2016- Present

**Certificate in Marketing/ Advertising and Graphic Design** | Concordia University Continuing Education, Montreal, 2002 - 2003

**B.A. (Honors) Political Science** | University of New Brunswick, Fredericton, NB, 1994-1999

**VOLUNTEER EXPERIENCE**

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- Currently volunteer as a Workshop Coordinator for Good Grief, an organization that helps use art and talk therapy to encourage the healing of children who have encountered loss.

- Served on the Board of Directors for Head and Hands, a Montreal non-profit providing medical, legal and social services to local youth.
- Founded the Montreal Girl Geeks, a community group with the mandate to enable women to speak about technology and connect with one another.
- Helped organize a Montreal Facebook Camp as well as tasks for groups and events such as the Montreal Tech Breakfasts, YULBlog and CupCake camp.
- Former Montreal Editor for ihaveanidea.org and wrote articles and conducted interviews with local advertising and design personalities for the ihaveanidea.org website. I also organized and promoted two successful 'Portfolio Night in Canada' events for Montreal advertising students.
- Former writer for Montreal Metblogs and also maintained a personal blog for three years about social media, community management, technology, design, gaming, comic books and women in the industry.
- Have maintained Full Contact Enlightenment since 2006, a blog focused on meditation and Buddhism.
- Edited a book collecting stories from Canadian Women Buddhists with all proceeds dedicated to a Canadian-based charity.