

TINA HASSANNIA

416.888.5948 | [email](#) | [website](#)

DIGITAL EXPERIENCE

CIBC: Content Writer (Sept 2022 – present)

- Coordinate UX updates for online and mobile banking products.
- Develop content and collaborate with internal stakeholders for approvals.
- Lead scrum ceremonies as scrum master and advise agile best practices to enhance productivity.
- Facilitate communication between employees and leadership to improve employee satisfaction.

E-INC: Marketing Communications Specialist (June 2021 – Sept 2022)

- Coordinated digital marketing projects and generated customer leads.
- Authored thought-leadership content to build brand credibility.
- Enhanced website navigation and client-service emails using UX principles.
- Wrote and edited email campaigns and press releases.

Region of Waterloo Public Health: Digital Comms. Specialist (Dec 2020 – June 2021)

- Developed awareness campaigns on various public-health topics for social media.
- Translated technical information into plain-language digital content.
- Assisted in writing media releases and briefings.

Ministry of Transportation: Comms. Branch Coordinator (Feb – Dec 2018)

- Acted as a liaison between the Strategic Communications team, Cabinet Office, and Minister's Office, for timely product delivery.
- Maintained digital asset inventory and planned branch events.
- Provided consulting to media-relations colleagues on effective social-media monitoring.

Ministry of Natural Resources and Forestry: Web Writer (Jan 2014 – July 2016)

- Served as the social-media lead for the ministry, increasing the team's ROIs by 300% through content strategy, creation, and client-relationship management.
- Helped revise web content and information architecture for a major site redesign, using UX, plain-language, and accessibility principles.
- Increased intranet metrics by 200% using content engagement strategies.

Canadian Institute of Health Information: Education Coordinator (Aug 2011 – Aug 2012)

- Updated web content on the Learning Management System.
- Facilitated 130 educational webinars and provided client support.

IBM: Web Strategy Assistant - Internship (May – Aug 2011)

- Boosted user engagement through social content strategies informed by analytics.

Industry Canada: Communications Officer (Jan 2007 – Feb 2010)

- Assisted the successful adaptation of digital tools across the department to enhance productivity.
- Wrote public-facing guides on business technology for the department website.

EDITORIAL EXPERIENCE

Self-employed: Journalist, copywriter, and editor (2014 – 2022)

- Published articles and reviews in *The Globe and Mail*, *CBC*, *The Guardian*, *National Post*, *VICE*, *The Atlantic*, *Variety*, and more.
- Wrote and edited content for diverse clients, including The Academy of Canadian Cinema & Television, Cracked, and LikeMind.

Movie Mezzanine: Executive Editor (Jul 2013 – Feb 2017)

- Created an editorial strategy to attract niche audiences and advertisers.
- Collaborated with the editorial team to research and brainstorm topical story ideas.
- Line-edited submissions for publication and mentored writers.

Fulcrum: Editor (May 2006 – April 2008)

- Redesigned the University of Ottawa publication's website with interactive features.
- Enhanced articles through line-editing, proofreading, and fact-checking.

SKILLS

- **Applications:** Microsoft Office, Adobe Creative Suite
- **Digital:** Hootsuite, Tweetdeck, Google Analytics, Gain, Sprout Social, Facebook Ad Manager, Google Adwords, LinkedIn Campaign Manager, Zoho, Mailchimp, SEO, Jira, Figma
- **Web:** HTML, CSS, XML, WordPress, Drupal, Sharepoint, WCAG, Adobe Experience Cloud

EDUCATION

- B.A. (Hons) in Communication and Psychology (2008) – University of Ottawa

ASSOCIATIONS

- Member of the Toronto Film Critics Association

PUBLICATIONS

- *Asghar Farhadi: Life and Cinema* – Published by the Critical Press in 2014

VOLUNTEER

- COVID-19 Vaccine Clinic – Region of Waterloo (2021)

CERTIFICATIONS

- Certified Scrum Product Owner – Scrum Alliance (2023)