

# TINA HASSANNIA

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

## **Senior Content Specialist: CIBC** (March 2022 – present)

- Improve digital banking products through UX/content design updates.
- Develop content and collaborate with internal stakeholders for approvals.
- Facilitate ceremonies as Scrum Master and enhance productivity through agile best practices.
- Enable communication between employees and leadership to improve employee satisfaction.

## **Marketing Communications Specialist: E-INC** (June 2021 – March 2022)

- Generated client leads by coordinating digital marketing projects.
- Strengthened brand credibility by authoring thought-leadership content.
- Enhanced website navigation and client-service emails using UX best practices.
- Improved email click-open rates by optimizing email campaigns and press releases.

## **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.

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

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

## **Comms. Branch Coordinator: Ministry of Transportation** (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.
- Advised media-relations colleagues on effective social-media monitoring.

## **Executive Editor: Movie Mezzanine** (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.

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

- Increased ROIs by 300% through social content strategy and client-relationship management.
- Helped revise web content and information architecture for a major site redesign, using UX, plain language, and accessibility principles.
- Grew intranet metrics by 200% using content engagement strategies.

## **Learning Coordinator: Canadian Institute of Health Information** (Aug 2011 – Aug 2012)

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

**Web Strategy Assistant: IBM** (May – Aug 2011)

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

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

- Enhanced departmental productivity by helping employees adapt to new digital tools.
- Wrote and published public guides on business technology on the department website.

**Editor: Fulcrum** (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)