

Tania Aida Rohan

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Experience

EPIC FOR KIDS, Redwood City, CA

Associate Creative Director, Copy, July 2020–February 2024

- Lead writer on all marketing and UX copy including email, video, social, site and app
- Concept integrated campaigns for seasonal and brand awareness initiatives
- Regularly present work and address feedback from internal and external partners
- Collaborate closely with designers, art directors and product marketing managers
- Help define and improve processes for creative and cross-functional teams
- Manage a team of 4 writers, ensuring all copy aligns with brand voice and objectives

AIRBNB, San Francisco, CA

Editorial Writer (Contract), August 2019–July 2020

- Wrote blog posts, in-product banners, emails and landing pages, turning complex ideas into easy-to-understand content for Airbnb's community of hosts
- Member of the COVID-19 task force, writing urgent content for hosts facing pandemic cancellations
- Helped launch the company's first-ever Host Resource Center, writing and editing 30+ educational articles

FREELANCE, Various Locations

Senior Writer and Editor, April 2012–2019

- Wrote and edited copy for print, web and mobile, including emails, content marketing, site promotions, product descriptions, print catalogs and more
- Clients included Shutterfly, Walmart, Pottery Barn Kids, Banana Republic, LivingSocial and Zagat
- Contributed features and commentary for The Bold Italic, NPR, Sierra Club Magazine and others

SHUTTERFLY, Redwood City, CA

Senior Copywriter, April 2016–August 2018

- Wrote creative marketing copy for direct mail pieces, landing pages, social posts and more
- Concepted high-level marketing campaigns, including multiple holiday campaigns
- Collaborated with graphic designers and art directors on all projects

BULLDOG (HERO DIGITAL), Austin, TX

Copywriter, August 2014–July 2015

- Lead writer on agency's B2B accounts, including TD Ameritrade, Zebra Technologies and Humana
- Worked with account team, designers and clients to assess needs and develop concepts
- Produced short- and long-form copy for one-off communications and integrated campaigns

POTTERY BARN KIDS, San Francisco, CA

Manager of Content and Community, March 2011–April 2012

- Oversaw online content and social strategy to support e-commerce and retail initiatives
- Launched Pottery Barn Kids Design Studio (~300 content pages)
- Spearheaded Pinterest presence and developed first-ever blogger content for the brand

- Increased Facebook fan base by 288%, post feedback by 76% and post views by 59%

MONSTER WORLDWIDE, San Francisco, CA

Manager of Content and Community, March 2010–March 2011

- Managed a cross-functional team of content and community managers for five Monster.com sites
- Drove content strategy and worked with in-house writers and freelancers
- Oversaw production of six bi-weekly newsletters, social media strategy and partnerships
- Worked with team to improve user experience, information architecture and site design

Web Editor and Staff Writer, March 2009–February 2010

- Sole content editor for Excelle, Monster.com's career advancement site for women
- Wrote original content that brought in over five million page views
- Worked with content management system to format and publish all articles, design widgets and create landing pages

CURRENT TV, San Francisco, CA

News Producer, August 2008–November 2008

- Wrote scripts for innovative hourly headline news show broadcast in the US and UK on Al Gore's cable TV network
- Sourced video and still images for newscast
- Coordinated with online editorial team to prioritize stories from our social news website, bringing the most timely, relevant stories to the top of the page

Outreach Executive, November 2007–August 2008

- Developed strategic partnerships with independent film organizations and educational institutions to promote the Current brand
- Oversaw production of monthly newsletter for our online community—approx. 19,000 members

Education

University of California, Los Angeles, 2001
BA, Anthropology

City University of London, 2004
MA, International Journalism

Additional Skills

- AP and Chicago Manual of Style
- Figma, Google Suite, Slack and content management systems
- Basic French and Armenian (spoken)

Hobbies & Interests

Reading, writing, playing guitar and plant-based cooking (and eating!)