

# TANIA ROHAN

Senior Writer / Content Designer

[taniarohan.com](http://taniarohan.com)

## CONTACT

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📍 San Mateo, CA

## EDUCATION

UNIVERSITY OF CALIFORNIA,  
LOS ANGELES

BA, Anthropology

CITY UNIVERSITY OF LONDON

MA, Journalism

## FREELANCE

In addition to my in-house roles,  
I've freelanced for brands including:

- Banana Republic
- Pottery Barn
- Walmart
- LivingSocial
- Shutterfly
- Pocketalk

## SKILLS

- Creative Concepting
- Long- and Short-Form Writing
- UX Writing/Content Design
- AP and Chicago Manual of Style
- Google Suite, Slack, Asana, Figma

## PROFILE SUMMARY

I'm a storyteller and strategic problem solver with 15+ years of experience writing, editing and concepting for leading global brands. My background spans e-commerce, edtech, publishing, hospitality and more.

## WORK EXPERIENCE

### Epic for Kids

Copy Lead (Contractor)

JUN 2025 - PRESENT

- Oversee copy across all marketing, UX and blog initiatives
- Leading a full overhaul of Epic's email strategy, spanning onboarding, engagement and upsell
- Partnering with a consultancy to relaunch the Epic blog with a focus on SEO growth

### GoFundMe

Content Designer (Contractor)

SEP 2024 - JUN 2025

- Craft clear, concise and user-focused messaging across digital experiences to enhance usability and drive fundraiser success
- Collaborate with UX designers to refine user journeys
- Created a new onboarding email flow to guide organizers, promote best practices and boost sharing efforts

### Epic for Kids

Associate Creative Director, Copy

JUL 2020-FEB 2024

- Led marketing and UX copy across email, video, social, site and in-app experiences
- Developed campaign concepts for seasonal and brand initiatives
- Partnered with design, art and product teams
- Improved creative and cross-functional workflows
- Managed freelance writers to ensure brand consistency

### Airbnb

Editorial Writer (Contractor)

AUG 2019-JUL 2020

- Helped launch the company's first-ever Host Resource Center, writing and editing 30+ how-to articles
- 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

## REVIEWS

"Tania always exceeds expectations, both in the quality of her work and in her methodology. She's been a huge asset to the team!"

- Nikki Decker, Senior Brand Director

"Tania is able to provide powerful copy quickly, is comfortable sharing her rationale to key stakeholders and can review multiple assets on the fly without missing a beat."

- Deborah Bazsuly, Managing Art Director

"Tania manages to be a triple-threat in a way that no other person I've ever managed has been capable of. She is an excellent, creative, and wildly productive writer. She is a savvy social marketer. And she is one of the most thoughtful, measured people I've ever worked with."

- Jessica Forbes, Principal Product Manager

## HOBBIES

- Acoustic Guitar
- Fitness
- Cooking
- Reading

### Shutterfly

Senior Copywriter

APR 2016–AUG 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)

Copywriter

AUG 2014–JUL 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

Manager, Content & Community

MAR 2011–APR 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

Manager, Content & Community

MAR 2009–MAR 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
- Wrote original content that made it to Yahoo's front page, bringing in over five million page views

### Current TV

News Producer

NOV 2007–NOV 2008

- Wrote scripts for innovative hourly headline news show broadcast in the US and UK
- Sourced video and still images for newscast
- Coordinated with online editorial team to prioritize stories from our social news website

Prior experience available upon request.