

Tania Griffis

Dallas, TX Tania0809@gmail.com 817-713-0107
<http://www.linkedin.com/in/taniagriffis>

Qualifications and Skills

- Talented and versatile writer with extensive experience in a wide variety of publications and websites attracting significant readership
- Ability to visualize, articulate and execute original concepts
- Over seven years experience in project planning, execution and leadership
- Demonstrated skills in preparing and orchestrating multi-media presentations
- Exceptional written and oral communication skills
- Proficient in a variety of application software and tools including:
 - Adobe Photoshop
 - Adobe Lightroom
 - Search Engine Optimization
 - Social Media Platforms
 - Microsoft Suite
 - Applicant Tracking Systems
 - Job Boards
 - Boolean Searches
 - Mac & PC Operating Systems

Professional Work Experience

JCPenney

August 2014 - Current

Digital Marketing Copywriter

- Work in a highly-collaborative team environment to produce engaging customer-focused sales-oriented internet content through a variety of digital mediums including website, SMS and e-mail pieces
- Craft copy that speaks to customers and meets company voice guidelines for a cohesive customer experience

FREELANCE/SELF EMPLOYMENT

February 2012 – Current

JCPenney (contract assignment via Staffmark)

September 2013 – August 2014

- Work within a collaborative environment to produce, maintain and cultivate consistent JCPenney voice and brand messaging
- Create engaging headlines and copy for digital marketing pieces
- Active liaison for cross-divisional special projects

Blogger- www.RunToRadianc.com

June 2012 - Current

- Popular blog featured by major outlets including CNN.com, Magazines.com and Craftsman Tools
- Maintain a relationship with various blog sponsors and major companies
- Write extensively on a variety of informative and entertaining topics for readers on personal lifestyle and “how-to” projects
- Photograph and edit images for use in personal blog
- Research and create layout designs
- Develop and maintain marketing plan for long term blog presence and growth
- Create and develop social media campaigns that fit brand

Scania Properties

August 2009 - Current

- Co-owner of real estate investment properties in the DFW Metroplex area
- Establish appropriate rental rates by surveying other local rentals and calculating overhead costs such as depreciation, maintenance, taxes and profit goals
- Maintain properties in optimal condition, negotiate with prospective tenants and successfully resolve tenant issues

High Profile, Inc.

November 2012 – August 2013

- Created online digital press kit for company use
- Developed social media content for a variety of platforms including Twitter, Facebook and company blog
- Lead operations related to reference check program
- Partnered with the recruiting team to onboard viable candidates, including I9 verification (via E-Verify program), W4, background searches and proprietary company process
- Sourced viable candidates for both exempt and non-exempt open and upcoming positions using sources including job boards, LinkedIn, networking and referrals
- Conducted screens and create a pipeline of future viable candidates for Accounting & Finance divisions

Tania June Photography- www.TaniaJune.com

February 2012 - April 2013

- Creator, owner, and operator of a successful boutique photography business
- Developed and wrote content for the business blog to accurately narrate the voice and desire of clients
- Managed business functions including accounting, marketing, and advertising
- Marketed services through social media campaigns, blogs, customer referral programs and networking

Social Media Consultant

May 2012 - July 2012

- Developed and managed comprehensive social media strategy for local real estate agent

- Managed social media and print campaign for agent, resulting in increased traffic through website

FREEMAN

September 2011 - February 2012

Regional Recruiter

- Full-cycle recruiting in a high volume environment including sourcing, screening and matching candidate qualifications to current openings
- Created and executed a recruiting strategy that resulted in a diversely qualified candidate pool of both exempt and non-exempt professional candidates while adhering to company standards and metrics, including time to fill
- Sourced qualified current and future candidates via a variety of sources including cold calls, job boards, professional networks and referrals
- Partnered with hiring managers to ensure company and department needs were met, and candidate's strengths and limitations were fully articulated
- Created a pipeline of both exempt and non-exempt level candidates to fill future company openings
- Participated in roundtable discussions with management to streamline positions effectively
- Attracted applicants through cold calling, job site visits, social media platforms and traditional job boards
- Used advanced problem solving skills to address candidate concerns and establish rapport
- Interviewed, sourced and screened candidates

GEICO

June 2006 - September 2011

Senior Recruiter & Regional Corporate Communications Head

- Managed regional corporate communication programs
- Created and wrote the daily regional newsletter
- Selected by upper management as regional representative for GEICO'S Social Media Steering Committee to brand GEICO as employer of choice
- Maintained regional Facebook page and increased page traffic by 30%
- Full-cycle recruiting in high volume environment including sourcing, screening and matching candidate qualifications to current and future available positions
- Attracted applicants using both traditional and non-traditional job sites, cold calling and various social media platforms, resulting in a 50% increase in professional application submittals
- Created and delivered presentations for several universities to showcase post-collegiate careers for graduates
- Consistently top quartile performer of highly competitive recruiting team
- Partnered effectively with hiring managers and staffing teams to recommend and process reviews of qualified candidates
- Interfaced with hiring and Business Unit managers to ensure staffing needs and skill requirements were met
- Employed strong networking and negotiating skills to attract high quality candidates
- Planned and implemented both hiring and non-hiring events such as career fairs, open houses, company celebrations and annual festivities
- Conducted onboarding through an employee-bonding program to welcome new hires
- Co-chair of regional Social Responsibility program

Education

Southern Methodist University

2013

Creative Writing Program

- Post-graduate writing program

University of Oklahoma

August 2002 - May 2006

Bachelor's in Journalism, emphasis Public Relations

- 3.0 Cumulative GPA
- Staff writer for the two major campus publications- *The Oklahoma Daily* and the *Student Information Network*
- Created, wrote and managed a weekly advice column
- Completed paid communications and public relations summer internship