

Tatiana Johnson-Boria, MFA

tatianamrjsn@gmail.com | (617) 291-0601 | Boston, MA | in/tatiana-johnson-boria

SUMMARY

Experienced leader and strategist with 13 years of experience in communications, marketing, and content development. Expert in leading department initiatives, aligning communication strategies with organizational goals, and managing client and partner relationships. Proven track record in enhancing brand visibility, stakeholder engagement, and overseeing substantial budget development and allocation.

WORK EXPERIENCE

Third Sector New England, Inc. (TSNE)

Director, Strategic Communications & Marketing

2022 - Present

- Led the establishment of the institution's first web development project, prioritizing accessibility, modern design, and brand coherence.
- Develop and uphold the organization's brand and message through extensive stakeholder engagement, research, and leadership training.
- Plan and implement a biennial communication strategy aligned with the organization's strategic objectives.
- Oversee and manage all TSNE external affairs including media relations, connections with reporters, media listening, and PR strategy
- Increased external engagement by 65% (and growing!) by generating and implementing a content strategy that aligns with the brand.
- Guide and motivate a team of communication and marketing professionals to achieve objectives related to a comprehensive marketing strategy.
- Oversee and manage a six-figure annual budget, demonstrating strong financial acumen and strategic allocation of resources to optimize organizational communication initiatives.
- Assess performance data to refine strategies for more effective achievement of objectives and goals

Johnson-Boria Creative, LLC

Founder & Communications Consultant

2012 - Present

- Develop creative strategy to generate impactful messaging, brand guidelines, and communication materials for diverse clients.
- Engage in outreach and partnership activities with Black-owned, woman-owned, and LGBTQ+ -owned businesses, enhancing their reach through effective messaging and narrative development.
- Facilitate workshops on communications and messaging to fortify organizational narratives.
- Design tailored digital communications and storytelling campaigns that align with specific client objectives.
- Implement customized digital strategies to augment brand visibility and achieve defined business goals.

Matterlab

Director of Creative Strategy & Learning

2022 - 2023

- Devised a strategic messaging framework utilizing emergent strategy (inspired by adrienne maree brown) and industry-standard brand development, effectively shaping the brand identities of multiple nonprofit entities.
- Implemented a communication intensive strategy, contributing to the retention of clients with a collective value exceeding \$1 million, highlighting effective communication and understanding of client needs.
- Partnered with high-level management to institute company-wide creative practices and training initiatives, leading to improved service quality and increased client satisfaction and retention.
- Undertook intensive research, led discovery, facilitated interactive workshops, and engaged in stakeholder discussions to develop a unique brand voice and messaging strategy.
- Conceptualized and executed the organization's initial training program, focusing on improving team members' comprehension and application of brand development methodologies

Director of Content

2021 - 2022

- Led the development of high-quality storytelling techniques, significantly improving both internal and partner-driven content while coordinating with multiple contractors, consultants, and strategists.
- Amplified the company's LinkedIn presence by over 50% by creating engaging and original content.
- Maintained content quality across all partnerships and within the organization, ensuring consistent voice, brand, and alignment with partner objectives and strategies.
- Executed comprehensive research to craft compelling and unique content that showcased partner work and subtly emphasized the role in innovative communications.

National Association for Charter School Authorizers (NACSA)

Strategic Communications Director

2020 - 2021

- Strategized and executed a comprehensive communication strategy for a campaign promoting community-focused charter school initiatives.
- Developed and implemented marketing and communication strategies for a premier virtual conference, leading to record-breaking registration of over 1000 participants.
- Managed and mentored consultants and team members, ensuring alignment of communication tactics with overarching strategic aims.
- Evaluated effectiveness and ROI of communication campaigns through creation of measurement plans and establishment of quantitative content objectives.
- Established a standard reporting procedure to enhance transparency and facilitate understanding of the progression and success rate of communication efforts.

Emerson College, Graduate Admission

Senior Assistant Director of Marketing & Communication

2018 - 2020

- Devised and oversaw implementation of all-inclusive marketing and communication strategies for various graduate programs, ensuring content precision and adherence to organizational branding standards in coordination with executive leadership.

- Coached and managed a digital content team, focusing on the successful execution of digital marketing and communication initiatives.
- Generated and honed crucial messaging and advertisement copy for graduate programs, resulting in a 3% CTR, 4.9% conversion rate on paid search, and an impressive 27% average conversion rate, leading to a total of 960 conversions from over 14 paid social campaigns within a single year.

City Year, Inc.

Web Content Specialist

2017 - 2018

- Oversaw and generated digital content for multiple campaigns, concurrently developing a unique editorial management system to improve blog content production efficiency.
- Devised and executed a web content strategy, ensuring accurate representation of the organization's vision and mission.
- Successfully implemented an email marketing strategy, harmonizing it with broader organizational objectives.

Boston University, College of Communication

Digital Communication Manager

2016 - 2017

- Formulated and executed a strategic communications plan, incorporating comprehensive research, stakeholder engagement, and development of primary messaging.
- Enhanced social media presence by 44%, utilizing meticulous channel management, metric evaluation, and the creation of both paid and organic advertising tactics.
- Facilitated the expansion of digital communication platforms, utilizing data-derived insights to refine content and boost user engagement.

HONORS & ACHIEVEMENTS

Senior Leadership, TSNE

2023

- Was promoted to senior leadership with the responsibility of influencing and leading culture, strategy, and enterprise-level initiatives.

Gold - District I Excellence Awards 2017, Council for Advancement and Support of Education (CASE)

2017

- Gold Award for Today in 1916: A Twitter-driven campaign looking back at life at MIT, in Boston, and around the globe to celebrate a century of MIT in Cambridge.”

EDUCATION

Emerson College

2018 - 2020

Master of Fine Arts (MFA), in Creative Writing

California Institute of Arts

2013 - 2014

Graduate Studies, Film Directing

Simmons University

2012

Bachelor of Art (BA), English & Cinema and Media Studies

CERTIFICATIONS

Media Relations, LinkedIn Learning

Crisis Communication, LinkedIn Learning

Storytelling for Influence, IDEO

Certificate in Editing, Poynter
Social Media Marketing, Hootsuite
Email Marketing, HubSpot
Inbound Marketing, HubSpot
Content Marketing, HubSpot
Google Analytics

SKILLS

Public Speaking • Writing • Editing • Interviewing • Pitching • WordPress • Constant Contact • MailChimp • Marketo • Email Marketing (A/B Testing, Campaign Building, Drip Campaigns) • Sprout Social • Hootsuite • Facebook • Twitter • Instagram • Snapchat • Pinterest • SEO • Basecamp • Asana • Canva • Data Analysis • Adobe CS • Strategic Communications • Storytelling • Strategic Planning • Project Management • Leadership and Team management • Budgeting and Financial planning • Brand Strategy