

Tanya L. Capawana, M.S.

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SUMMARY

Strategic marketing and communications leader with 20 years of experience building brands, leading digital transformation, and driving audience and revenue growth. Known for shaping integrated marketing efforts that elevate visibility, strengthen engagement, and deliver measurable business impact. Combines data-driven decision-making with strong storytelling to create campaigns that resonate, convert, and scale across channels.

CORE SKILLS & KEY COMPETENCIES

Marketing Communications & Brand Development • Digital Growth Strategy • SEO & Website Optimization • Integrated Campaign Management • Audience Engagement & Conversion • Analytics & Reporting • Email Marketing & CRM Content Creation & Storytelling • Paid Media • Cross-Functional Leadership • Vendor Partnerships • Budget & ROI

PROFESSIONAL EXPERIENCE

Hope & Comfort Hygiene Hub

Director of Marketing & Communications | 2023-2026

- Directed organization-wide marketing and communications strategy, strengthening brand visibility, audience engagement, and organizational growth across digital and community channels.
- Led a comprehensive brand evolution across visual identity, messaging, and communications standards that strengthened consistency and external credibility.
- Orchestrated the full redesign and launch of the organization's website on Wix, significantly improving user experience and navigation, content strategy, accessibility, and performance.
- Implemented SEO, reporting frameworks, and conversion-focused site architecture via Wix, Google Analytics, and Hubspot, contributing to a more than 400% increase in website traffic and significant gains in organic search visibility.
- Expanded referral and inbound traffic through optimization, collaborative partnerships, and improved digital channels, contributing to a 200% increase in inbound referral traffic.
- Developed and managed fundraising campaigns across email, web, social, and paid channels to drive engagement, conversion, and institutional support.
- Contributed to a Giving Tuesday campaign that generated nearly \$90K in a single day and supported broader year-end fundraising success.
- Partnered with development and executive leadership to align marketing strategy with organizational and department priorities, strengthening donor acquisition, retention, and campaign performance.
- Guided external vendors and agency partners supporting web development, creative production, and campaign execution.

Appalachian Mountain Club

Director of Digital Marketing | 2021-2023

- Directed digital marketing strategy across a complex, multi-channel organization, advancing audience engagement, brand visibility, membership, and revenue-generating initiatives.
- Led and developed a team of 7 marketing professionals, establishing priorities, fostering cross-functional collaboration, and driving high-quality execution across digital initiatives.
- Led redesign and launch of the organization's website, improving user experience, accessibility, and site performance, with post-launch user feedback consistently citing improved ease of use, access, and speed.
- Built Google Analytics data frameworks, Hubspot dashboards, and Wix performance reports that strengthened campaign measurement, audience insights, and data-informed decision-making.
- Developed and optimized complex campaigns across email, web, paid media, and social channels to support membership acquisition and broader organizational goals.

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- Oversaw advertising strategy, budgets, and vendor partnerships to improve audience targeting, engagement, and ROI.
- Partnered with department leaders on executive and public-facing communications, digital brand messaging, and reputation management.

Brandeis University, Rabb School of Continuing Studies

Director of Marketing | 2021-2021

Assistant Director of Marketing | 2020-2021

Marketing & Communications Specialist | 2019-2020

- Directed marketing and communications initiatives for graduate and professional studies programs, supporting enrollment growth, audience engagement, and program visibility.
- Developed and executed integrated marketing campaigns across email, web, digital advertising, and recruitment channels to drive lead generation and prospective student conversion.
- Leveraged CRM platform (Slate) to manage prospect communications, audience segmentation, and recruitment workflows throughout the enrollment lifecycle.
- Conducted market research and competitive analysis to strengthen program positioning, audience targeting, and recruitment strategy.
- Managed marketing budgets and campaign resources across multiple programs to support performance goals and maximize ROI.
- Partnered with academic leadership, faculty, and advisory boards to align marketing initiatives with program development and institutional priorities.

now publishers, Inc.

Marketing Associate | 2009-2019

- Expanded marketing database from 40,000 to more than 130,000 contacts through targeted audience development, data management, and digital outreach initiatives.
- Developed and executed email marketing campaigns, newsletters, and promotional initiatives to engage academic, institutional, and research audiences.
- Supported customer acquisition and subscription growth through audience targeting, campaign analysis, and data-informed marketing strategies.
- Planned and executed marketing initiatives for international conferences, academic events, and exhibits to strengthen brand visibility and generate leads.
- Managed more than 1,700 customer accounts and supported marketing efforts tied to over 70,000 journal subscriptions.
- Helped scale a growing independent publishing organization by contributing across marketing, operations, customer support, events, and administrative functions as business needs evolved.

Springer Healthcare Communications

Corporate Sales Coordinator | 2007-2009

- Supported corporate sales, customer account management, and business development initiatives for a global healthcare publishing organization.
- Developed marketing collateral, promotional materials, and customer communications to support product visibility and client engagement.
- Designed the Pfizer Library Program Catalog for print production and marketing distribution.
- Crafted and implemented a reprint sales program that generated more than \$10K in recurring monthly revenue.

EDUCATION

Brandeis University

Tanya L. Capawana, M.S.

Master of Science in Digital Marketing and Design

Muhlenberg College

Bachelor of Arts in Media and Communication

Bachelor of Arts in English with Writing Concentration

TECHNICAL SKILLS

Web & CMS Platforms: HTML • Squarespace • Wix Studio • WordPress

Analytics & Marketing Intelligence: Google Analytics • Meltwater • SEMrush • SEO • SurveyMonkey

CRM & Marketing Automation: Bloomerang • Constant Contact • HubSpot • Mailchimp • Salesforce • Slate

Project Management & Creative Tools: Adobe Creative Suite • Asana • Basecamp • Canva • Microsoft Office Suite • Miro