

# Tania Runyan, MA, MFA

SEO Certified Writer, Editor, and Speaker

My mission? It's simple: **I write content people read.**

## EDUCATION & CERTIFICATIONS

Master of Fine Arts, Creative Writing—Bowling Green State University, 1996

Master of Arts, Secondary Education—Roosevelt University, 2003

SEO Copywriting Certification—SEO Content Institute, 2015

Bachelor of Arts, Creative Writing (Phi Beta Kappa)—UC Riverside, 1994

Case Study Writing Course—Compelling Cases, Inc., 2016

Certificate in Publishing—University of Chicago, 1996

## PROFESSIONAL EXPERIENCE

### **Book Author**

Award-Winning Poet, Prose Writer, and Guidebook Author | 2010 - present

- Received Literature Fellowship, National Endowment For the Arts, 2011.
- Authored 10 titles, 5 of which have been adopted for college classroom use.
- Sold over 9,500 copies from my *Field Guide* series.
- Presented original work, panel discussions, and writing instruction at national writing festivals and conferences.

### **Spire Advertising**

Freelance Content Writer | 2016 - present

- Employed StoryBranding to research, write, copyedit, and repurpose hundreds of landing pages, web pages, articles, and marketing campaigns.
- Interviewed experts and synthesized data to write case studies and feature articles with compelling calls to action.
- Drove B2B and B2C engagement in healthcare, tech, social services, finance, real estate, education, food, logistics, industrial, and more.

## **Legible Media, Inc.**

Community Engagement Specialist | 2021 - 2022

- Curated digital bookstore storefront aligning with trends and company values.
- Wrote weekly newsletters and biweekly blog posts to drive storefront traffic and engagement.
- Collaborated across departments to develop product and creative marketing initiatives.

## **Teacher & Consultant**

High School English Teacher, Private Consultant, and Workshop Instructor | 2000 - 2016

- Engaged Freshman English, American Literature, and 20th Century Literature students with a rigorous, learner-centered curriculum.
- Individualized private instruction in writing, literary analysis, and standardized testing, raising English/Reading ACT scores by up to 10 points.
- Coached students to write compelling college application essays, facilitating acceptances to Big Ten, Ivy League, and elite private colleges.
- Provided one-to-one literary mentorship to emerging and established writers through The Glen Workshop and The Glen Online

## **Tweetspeak Poetry**

Editor and Contributing Writer | 2012 - present

- Curated Every Day Poems, an inbox poetry delivery program, to drive traffic to <https://www.tweetspeakpoetry.com/>.
- Wrote creative nonfiction essays, literary and writing instruction, book club materials, and author interviews to nurture personal artistic growth and engagement with the Tweetspeak Poetry community.

## **SKILLS**

Compelling Storytelling ♦ Interpersonal Communication ♦ Creative Collaboration ♦ Critical Thinking ♦ Interviewing & Research ♦ Versatility Across Industries, Subject Matter, Audiences & Content ♦ Teaching & Presenting ♦ Mentoring ♦ SEO & Social Media Savvy