

Tamarah Bryan, MPC

SUMMARY

Dynamic communications professional with proven expertise in social media strategy, content creation, and stakeholder engagement. Skilled at driving brand visibility, enhancing employee engagement, and delivering results in fast-paced environments. Adept at crafting impactful messaging and leveraging digital tools to create meaningful connections.

TECHNICAL SKILLS

Social media strategy and management (Hootsuite, Buffer, Sprout Social, Facebook, X, Instagram, LinkedIn, Salesforce); content creation (articles, Mailchimp, Microsoft Office Suite, Adobe Creative Suite, podcasts, audio editing, voice-over, promotional materials); website management (WordPress, Wix); event management; CRM strategy development.

INTERPERSONAL SKILLS

Strategic thinking and problem-solving; collaboration; exceptional written and verbal communication; creativity; perseverance; adaptability; multitasking; stakeholder relationship building; interpersonal and organizational skills.

WORK EXPERIENCE

Bilingual Communications Manager

August 2025 – March 2026

College of Registered Psychotherapists of Ontario, Toronto, Ontario, Canada

- Provided oversight for updates and development of all methods of communication for the College, including the College website, Public Register, and other platforms. Updated significant portions of the website content, including Practice Matters articles, Professional Practice Standards, Bylaws, Policies, and Registration Updates.
- Facilitated regular Council and Committee live-stream events with the Director of Governance, to foster professional virtual engagement through production, event coordination, and technical management of Town Hall hybrid meetings using live-streaming platforms, averaging over 300 in-person participants.
- Utilizing Constant Contact, curated and disseminated relevant monthly bilingual newsletters to over 20,000 registrants and relevant partners, highlighting regulatory communications, updates and stakeholder engagement.
- Spearheaded translation services for all methods of communication. Developed the first departmental budget to support the communications department's strategic initiatives.

Communications Manager

October 2024 – August 2025

Institute of Corporate Directors, Toronto, Ontario, Canada

- Launched and managed the Be It Resolved podcast, securing 12 high-profile speakers and exceeding industry benchmarks with 5,300 total downloads and an average of 400 downloads per episode—ranking in the top 10% of podcasts in its category.
- Increased ICD LinkedIn followers by 3,573 and generated 1.4M+ impressions over seven months, contributing to a 23% rise in weekly impressions and 55% increase in user engagement through strategic content development.
- Developed and executed a unified content calendar aligning national programming, publications, social media, and executive visibility to streamline communications and amplify brand presence.
- Streamlined Director Journal magazine production by introducing structured workflows, clear submission protocols, and quality assurance processes, improving coordination and reducing last-minute revisions.
- Collaborated with senior leaders and cross-functional teams to align podcast, social, and publication content with organizational goals and member needs.

WORK EXPERIENCE

Communications, Content, and Events Specialist

July 2019 – April 2022

Governance Professionals of Canada, Toronto, Ontario, Canada

- Organized 24 professional development events annually, managing logistics, marketing, and speaker sourcing.
- Launched the Voice of Governance Podcast, overseeing production, guest booking, editing, and scripting.
- Crafted newsletters, event promotions, and marketing collateral, driving member engagement.
- Initiated a Member Spotlight series, showcasing governance achievements to nearly 1,000 members.
- Executed special projects, ensuring the timely delivery of key deliverables with external partners.

Freelance Writer, Social Media Coordinator, Community Manager

February 2019 – August 2024

Beyondblackwhite.com, Remote

- Managed an exclusive online community, The Pink Pill Underground, curating events and driving member engagement for hundreds of women worldwide to enhance engagement and brand loyalty.
- Produced nearly 100 articles for the Beyond Black and White Blog, covering social issues and trending news, fostering global discussions on improving relationships, health, networking, and career development.
- Increased Instagram and Twitter followings by over 1,000 each and Facebook followers by over 2,000 (50% growth), boosting post engagement by 80%, with likes increasing through targeted content strategies.
- Designed social media assets and monitored trends to keep content fresh and relevant.

Freelance Contractor; Communications Manager and Associate Consultant

August 2018 – June 2024

The Bryan Consortium Inc., Mississauga, Ontario, Canada

- Designed and maintained the organization's website, ensuring user-friendly navigation and current content.
- Authored insightful articles on Lean principles for various industries, establishing the firm's thought leadership.
- Designed engaging training materials for White, Yellow, and Green Belt Lean Certification programs.
- Conducted lead generation initiatives, identifying and nurturing potential clients.
- Supported process improvement initiatives, visual mapping and Lean roadmaps to deliver actionable strategies.

Community Manager (Contract); Associate Brand Manager (Contract)

July 2017 – December 2018

Allegion Canada, Mississauga, Ontario, Canada

- Launched an internal bilingual Community Podcast and Newsletter, engaging 150 employees nationwide and earning recognition from senior leadership.
- Designed and executed communications plans and marketing campaigns aligned with company objectives.
- Managed Allegion and Schlage websites, ensuring up-to-date content and leveraging social media to boost brand awareness by 30% and strengthen credibility.
- Introduced a Fitbit wellness initiative, achieving company-wide participation and endorsement.

EDUCATION

Master of Professional Communication, Toronto Metropolitan (Ryerson) University, Toronto, ON

2017

Honours Bachelor of Arts, Communication Studies, York University, Toronto, ON

2014

CERTIFICATIONS

Lean Six Sigma Green Belt Certification, Six Sigma Global Institute, Boston, Massachusetts (online)

2023

DALF C1 French Language Certification, Alliance Française, Toronto, ON

2019