

# MORGAN TOMALTY

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<https://morganryanagency.com/>

*Morgan Tomalty is a writer, researcher, and marketing strategist, with two degrees in effective communication and storytelling. She was born in Canada but grew up between the United Arab Emirates, Alabama, and California. She has worked in the private sector, for marketing agencies such as Toronto's XMC, along with the public sector, such as the Sinai Health Foundation, the NATO Defense College, the United Nation's Religions for Peace, the HIV AIDS Alliance, and the list goes on. This rare combination of corporate and academic experience, along with a global upbringing, is why Morgan can take complicated topics and communicate them in a way that is accessible for everyone.*

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## Academic Degrees

2021. M.A. (Cultural Studies and Environmental Studies), Queen's University, Kingston, ON
- Researched effective storytelling methods to communicate scientific research to the public
  - The conclusion of my thesis is that the public cares about people, not business, so human-centred storytelling is the best way to connect with your audience
2015. B.A.H., with Distinction. (Cultural Studies), Queen's University, Kingston, ON

## Distinctions, Awards, and Credentials

2020. Elaine Galway Memorial Scholarship, Queen's University
2020. FAS Dean's Social Justice Award, Queen's University
2016. Massey College Junior Fellow Scholarship, University of Toronto
2015. Rhodes Scholar Finalist, Queen's University

- 2014. Dean's Honour List with Distinction, Queen's University
- 2013. Dean's Honour List with Distinction, Queen's University
- 2013. Teaching and Learning Enhancement Grant, Queen's University

## Teaching Experience

- 2021. RELS 137: Religion and Film. Queen's University
  - Weekly tutorials, marking, mentorship
- 2021. RELS 131: World Religions. Queen's University
  - Marking, mentorship, ~350 students
- 2020. RELS 140: Religion and Science. Queen's University
  - Weekly tutorials, marking, mentorship
- 2013-19. RELS 368: Religion and Business Ethics
  - Wrote the course curriculum and case studies for 7 years
  - Led a 45 min lecture: *Religious Policy in Business Frameworks*, February 2013
- 2013. RELS 340: Religion and Democracy
  - Led a 45 min lecture: *Diversity, Multiculturalism, Secularism*, March 2013

## Professional Experience

- 2017-23. (Owner, Copywriter, and Marketing Strategist), Morgan Ryan Agency, Toronto, ON
  - Responsibilities include meeting and recruiting clients, initiating, planning, executing, managing, controlling, and closing a project while holding weekly meetings and presentations on a projects progress

Clients include:

XMC Marketing

- Canada's official sponsorship and experiential marketing agency

- Accounts include Campari (Forty Creek, Aperol, etc.), Sobeys, Cineplex, and Scene+
- Examples of projects have involved writing, consulting, and curating Forty Creek's Museum wall for their distillery in Grimsby, Ont., while holding weekly meetings and presentations with the client
- Write media campaigns and manage media buying for all Campari accounts, such as Aperol Spritz, Appleton Rum, Forty Creek Whisky, and Mark Anthony wines

### Sinai Health Foundation

- Hired regularly by Future Sinai to write and manage the marketing materials for different Sinai Health initiatives
- Project examples include the Discovery Brunch, a networking event that assists the Lunenfeld-Tanenbaum Research Institute and the infrastructure that supports their scientists and research in fighting the world's most complex diseases

### Momentum Solutions

- Momentum Solutions is a Toronto-based interconnected global network of leading strategic life support companies
- Their portfolio includes a diverse and specialized range of solutions to overcome challenges and inefficiencies in hard to access regions
- As the sole copywriter and strategist of their marketing team, projects have involved writing content and marketing materials so that the public better understands the important work they undertake globally

### Momentum Jets

- Momentum Jets leverages Momentum Solutions global network to provide swift private jet and helicopter services for the premium domestic and international traveler
- Write and research the uncharted anecdotes and information to connect their services to the public

### Parkland Corporation

- Parkland is Canada and the Caribbean's largest energy and retail company, and one of the fastest growing in the United States
- Regularly develop Parkland's manuals and marketing materials, such as their playbook merchandising manuals and training manuals
- This requires very clear communication and constant research so that it is accessible to everyone

### Zensurance

- Zensurance is a highly rated and globally awarded online insurance brokerage
- Develop and research the marketing materials and content, such as the landing pages and blogs
- Hold weekly meetings and content strategy sessions with the client

#### Brand Momentum

- Brand Momentum is Canada's largest independent sales, marketing, and retail agency
- Write and execute programs on a variety of accounts in the retail, health and beauty, food and grocery, and medical markets

2016. (Research Fellow), HIV AIDS Legal Institute, Toronto, ON
- Worked with legal team to compile case studies to challenge Jamaica's constitutionally held anti-sodomy laws
  - Research included countries across the world decriminalizing sodomy with evidence-based research of beneficial outcomes
2016. (Research Fellow), NATO Defense College, Rome, Italy
- The NATO Defense College is NATO's research division that focuses on political and military strategy and policy consultation
  - Developed policy recommendations for NATO headquarters regarding the Resolute Support mission in Afghanistan
  - Focused on CVE (countering violent extremism) methods that since have been integrated into Resolute Support's guiding policy
2016. (Communications Expert) Global Ideas Institute, Toronto, ON
- Worked as an executive for a GTA high school program that poses difficult problems to high school students to find novel answers
  - Developed an app that is still used in 2023 that connects educational resources to 500 students across the GTA who have difficulty accessing them
2015. (Research Fellow, Religions for Peace) United Nations Headquarters, New York, NY
- Created and published a rapid response kit that is used for women confronted with violent extremism in the United States
  - Focused on finding innovative solutions to violent extremism
  - Organized an interfaith peace walk across New York City
2014. (Editor-in Chief) Queen's International Observer, Kingston, ON

- Ran a team of twenty editors, artists, and writers to put out a monthly international affairs publication
- Created a long-term sustainability plan with the publication (100% recyclable materials and vegan ink) in conjunction with the Queen's Earth Centre

2013. (Research Assistant) Queen's University, Religious and Business Ethics, Kingston, ON
- Researched and wrote case studies that were taught in a combined religious studies and commerce course by Professor Richard Ascough
  - Funded by a Teaching and Learning Enhancement Grant, Centre for Teaching and Learning, Queen's University, 2013-2014
  - Held a lecture on research focused on including religious policy in business frameworks

## Journal Articles

2021. Tomalty, Morgan. "What Does a Sustainable World Look Like? Solarpunk Myths and Solutions." Counterpoint. 2021. <https://www.counterpointknowledge.org/calling-all-solarpunks-symmetrical-myths-and-rituals-for-survival/>
2014. Tomalty, Morgan. "Canadian Multicultural Policy and Religious Minorities in Kingston, Ontario." Identities and Myths. *Queen's International Observer*. Volume 10, Issue 4.
2014. Tomalty, Morgan. "A Debate on National Self-Determination." Identities and Myths. *Queen's International Observer*. Volume 10, Issue 4.
2013. Tomalty, Morgan. "The Green Rush: Because Colorado Got High?". Livin' on the Edge. *Queen's International Observer*. Volume 10, Issue 2.
2013. Tomalty, Morgan. "Anonymous: The Future of Civil Disobedience." Livin' on the Edge. *Queen's International Observer*. Volume 10, Issue 2.

2013. Tomalty, Morgan. "In the Wake of Malala Day." Heroes and Traitors.  
*Queen's International Observer*. Volume 10, Issue 1.

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# MORGAN RYAN AGENCY

## PORTFOLIO

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# APEROL SPRITZ

Selected Images

**SUNDAY, JULY 31ST**  
Festival time! Fun Fact: Over 45,000 fans attend Osheaga each day!

Need to chill? Bring your blanket to sit in the grass while you sip on a refreshing Aperol Spritz!

Bell River Stage: <b>DUA LIPA</b> @9:20 pm!	Chevrolet Valley Stage: <b>CORDAE</b> @8:35 pm!
Coors Light Mountain Stage: <b>MACHINE GUN KELLY</b> @8:20 pm!	Sirius XM Tree Stage: <b>THE HALLUCI NATION</b> @ 9:30 pm!
Green Stage: <b>IDLES</b> @9:20 pm!	Coca-cola Island Stage: <b>SEVEN LIONS</b> @9:30 pm!

**MONDAY, AUGUST 1ST**  
Fly home! Au revoir!

**APEROL SPRITZ**

**JOIN THE JOY!**  
Stay connected and share your journey  
with us by tagging:  
**@AperolCanada**  
**#jointhejoy**

**WELCOME TO OSHEAGA!**



Your guide to the  
Osheaga Music and  
Arts Festival!

Off the shore of Old Montreal, you will cross to the islands of Parc Jean-Drapeau, where approximately one-hundred bands and a myriad of artists will take to the stages and installations.

Osheaga is THE place to see headliners of the next year. It's time to jam out! Music starts at 2 pm and goes all night long - and there is SO much to do!

Enjoy the Perfect Serve at the Aperol Spritz Garden, on site in between the Green & SiriusXM stages! Find the exact location on the app!

## THURSDAY, JULY 28TH

Your bags are packed and it's time to fly to Montreal - Bienvenue à Montréal!

Kick back and relax, your vacation starts now! We have arranged a car service to take you to your hotel.

While driving into Old Montreal, gaze out at the narrow cobblestone streets, charming shops, cafes and unique fashion—the city is a living work of art.

## FRIDAY, JULY 29TH

Festival time!! Remember to bring your digital ticket, some SPF, a refillable water bottle, and your dancing shoes! (P.S. You can manage your digital tickets directly on your Osheaga app).

Not sure which artists to see? Use the Osheaga app's Artist Finder—it will recommend bands to you based on your Facebook likes!

Bell River Stage: <b>ARCADE FIRE</b> @8:55 pm!	Chevrolet Valley Stage: <b>BIG SEAN</b> @8:45 pm!
Coors Light Mountain Stage: <b>YEAH YEAH YEAHS</b> @7:45 pm!	Sirius XM Tree Stage: <b>PI'ERRE BOURNE</b> @9:50 pm!
Green Stage: <b>KYGO</b> @9:45 pm!	Coca-cola Island Stage: <b>CHRIS LAKE</b> @9:15 pm!

## SATURDAY, JULY 30TH

Festival time!! Don't forget to check out the YUL Eat Gardens to enjoy signature dishes from Montreal's best restaurants.

Come and relax at the Aperol Spritz Garden in between shows!

Bell River Stage: <b>FUTURE</b> @9:40 pm!	Chevrolet Valley Stage: <b>POLO &amp; PAN</b> @8:40 pm!
Coors Light Mountain Stage: <b>BURNA BOY</b> @8:35 pm!	Sirius XM Tree Stage: <b>JP SAXE</b> @9:25 pm!
Green Stage: <b>PORTER ROBINSON</b> @9:40 pm!	Coca-cola Island Stage: <b>CARIBOU</b> @9:45 pm!





Our guide to the narrow alleys,  
winding canals, breathtaking bridges  
and leaning towers of the floating city.

Where you can find joy - and an  
aperitivo - around every corner!

## JOIN THE JOY!

Stay connected and share your journey  
with us by tagging:

@AperolCanada  
#jointhejoy

# WELCOME TO VENICE!



Stroll across the Grand Canal's **Rialto Bridge**, a 16th century stone footbridge and browse the bridge's boutiques full of local treasures and fabrics.

The bridge will take you to the **Mercado de Rialto**, known for its Italian produce and homemade Venetian pasta, fresh cheese from the highlands of Asiago, polenta with marinated seafood and olives from the fabulous Lake Garda, and countless mouth-watering delicacies from around Italia.

### HUNGRY?

**Osteria dai Zemei**, is a traditional Venetian bacaro (bar) that serves **cicheti** (small snacks) canalside. Best enjoyed with an Aperol Spritz!

**Cicheti** are the famous Venetian snacks of fresh meats, produce, or cheeses in a variety of combinations, delicately balanced atop a crostini.

### DO AS THE VENETIAN'S

**DO** and celebrate Aperitivo hour by refueling on cicheti and Aperol spritz before enjoying your night on the town!

Catch a **gondola** ride by waving down a gondolier, a profession that dates back to the 11th century. Take it all in - your gondolier had to pass a test on Venetian history and sites!

### NEED TO RECHARGE?

The famous **Osteria al Squero**, **All'Arco**, and **Enoteca Schiavi**, are a few of many spots to sit canalside and relax and recharge.

### UNA BUONA FORCHETTA ("a good fork", or a "good eater")

Venetian food isn't typical Italian fare - wood-burning ovens are banned as a fire hazard, so pizza is best ordered on the mainland!

### TIME FOR SOME SIGHTSEEING!

Stop by the less touristy church of **San Sebastiano**, where the Venetian Renaissance painter Pablo Tiepolo's greatest works can be marveled at.

It isn't a trip to Venice without stopping by **Piazza San Marco**. It holds the exquisite Doge's Palace (the ruler of Venice for 1000 years) and was the center of power during the Venetian empire. Make sure to catch the music and the artists in la piazza!

### NEED A BREAK?

Step back in time at San Marco Square's **Caffé Florian**. The oldest cafe in Italy, it has attracted celebrities over the centuries from Charlie Chaplin to Andy Warhol. The decor, and menu, has never changed to capture the glamour of Venice in the 1700s.

Stop in the magical **L'Atelier Marega** to see traditional Venetian masks and masquereri (mask makers). Dating back to the 13th century, these masks were worn to Carnevale di Venezia, where those from all social classes would come together to mingle and celebrate only once a year - in total anonymity!

### LOOKING FOR SOMETHING EXTRA (ORDINARY)?

Take the ferry from **Piazza San Marco** over to **Burano**, an island in the Venetian lagoon that is painted vibrantly in every color of the rainbow, or to **Murano**, an island famous for its glass artisans.

Aperol Spritz is iconic for its commitment to enjoying life. Morgan writes for Aperol regularly, whether that is a pamphlet, brochure, website copy, B2B decks, or itineraries.

# SINAI HEALTH FOUNDATION

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Selected Images

## DISCOVERY BRUNCH



### TOAST TO A BRIGHT FUTURE OF HEALTH CARE AT A BOTTOMLESS BRUNCH!

Play an important role in shaping our health care alongside 150 like-minded peers, at the most delicious networking event of the year.

Discovery Brunch supports Sinai Health's Lunenfeld-Tanenbaum Research Institute, one of Canada's top biomedical research institutes. Every dollar we raise goes directly towards the infrastructure needed to make breakthrough discoveries and fight the most complex diseases, from cancer to diabetes.

Who are we? Future Sinai is a group of young industry leaders based in Toronto. We are passionate about investing in our health. The best news is that we are just getting started. See you there!

### DETAILS

Sunday May 28, 2023

11:30 a.m. - 3:00 p.m.

HomeCourt | 178R Ossington Avenue

Just a few short steps from Ossington, follow Foxley Lane until you hit the courtyard.

To purchase tickets, please visit [discoverybrunch.ca](https://discoverybrunch.ca)

**FUTURE**  
SINAI



## OUR SPONSORS



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x. THE TEN SPOT



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Morgan is hired to write the marketing materials for Future Sinai's initiatives. A notable Future Sinai campaign is the annual Discovery Brunch, an incredible initiative that supports the Lunenfeld-Tanenbaum Research Institute, one of Canada's top biomedical research institutes. Every dollar raised goes towards the infrastructure needed to support their scientists while they continue to make breakthrough discoveries in fighting the world's most complex diseases.



# ZENSURANCE

Selected Images

## HR Consultant Insurance

Protect your profession from liabilities and risks with a comprehensive HR consultant insurance policy.

Trusted by over 250,000 Canadian small business owners! Save up to 35% on your insurance Instant price and coverage in just a few clicks!

Get a Free Quote



### Insurance for HR consultants

Human resources (HR) consultants provide many services to help improve a company's culture and manage employee relations. These professionals are relied upon to enhance and solve an organization's HR-related goals and challenges.

HR consultants assist small businesses that don't have internal HR teams or larger companies lacking the expertise to tackle new initiatives, such as introducing a new employee-focused health and wellness benefits program. They are also sought to assist organizations in offering an objective perspective on critical projects an employer needs to address.

But HR consultants can be held liable for their advice and services. An HR consultant insurance policy is designed to shield these professionals from the risks they face.

What is HR consultant insurance?

What does it cover?

How much does it cost?

### Common claims scenarios



**Problem:** A candidate you recommend a client hires to lead a business division causes significant financial losses through their actions. It's discovered the candidate triggered similar losses at a former employer. Your client sues you for negligence.

**Outcome:** Your professional liability insurance may pay your legal defence fees and any out-of-court or court-ordered settlement.



**Problem:** Overnight, your office is broken into, vandalized, and your laptop is stolen.

**Outcome:** Commercial property insurance may cover the costs to repair the damages to your office and replace your stolen laptop.



**Problem:** You inadvertently fall for an email phishing scam that results in a client's sensitive data being stolen, including their employees' social insurance numbers and other personal details. They threaten you with legal action.

**Outcome:** Your cyber liability insurance may cover the cost to repair your computer's software, provide credit monitoring to the affected employees, and cover your legal defence expenses.

Commercial Liability Insurance - Zen Woman

## Ready to start? Let's get a quote!

Protect your HR consultancy and professional services from the liabilities you face with a tailored HR consultant insurance policy from Zensurance.

Fill out our online application for a free quote. We'll find the low-cost policy you need from one of more than 50 insurance providers in our partner network. Furthermore, our friendly team of licensed brokers can advise you on the coverages, coverage limits, and other considerations your policy should address, so you can confidently serve your clients.

Get a Free Quote



## Bed and Breakfast Insurance

Comprehensive coverage for bed and breakfast companies to protect them from the risks they encounter.

Trusted by over 250,000 Canadian small business owners! Save up to 35% on your insurance Instant price and coverage in just a few clicks!

Get a Free Quote



### Common claims scenarios



**Problem:** A piece of expensive furniture goes missing from one of your rooms.

**Outcome:** Your commercial property insurance may cover the cost of the furniture.



**Problem:** A customer slips and falls in the ensuite bathroom of a bedroom in your B&B.

**Outcome:** Your commercial general liability insurance may cover the guest's medical bills and your legal fees.



**Problem:** Your online booking service is hacked, and one of your guest's credit card information is compromised.

**Outcome:** Your cyber insurance may cover the cost to repair and safeguard your data systems, notify your guests, and cover associated costs and legal fees.

Bed and breakfasts (B&B) provide a tranquil getaway and respite from the day-to-day. Maintaining a B&B comes with several challenges and certain risks. Business insurance is an important step to take in securing the success of a bed and breakfast company.

Zensurance can help you find the best policy to protect your B&B business.

What is bed and breakfast insurance?

Bed and breakfast insurance is a policy tailored to shield B&Bs from unforeseen risks. A B&B is valued by its guests because of its property and services. Whether that is expensive spa equipment, comfortable bedrooms, glamorous furniture, or high-quality barware, bed and breakfast companies need insurance to safeguard the longevity of their business.

What does it cover?

How much does bed and breakfast insurance cost?

Do bed and breakfast businesses need insurance?

## Ready to start? Let's get a quote!

For many, running a bed and breakfast is a dream come true. You should have an insurance policy that protects your business and assets so you can focus on your guests' experience.

Fill out an application for business insurance and get a free quote. Speak to one of our insurance experts to find the policy that suits you and your business needs.

Get a Free Quote



## 12 Classic and Innovative Ways to Grow Your Email Marketing List

Home / Small Business Essentials / 12 Classic and Innovative Ways to Grow Your Email Marketing List

By Morgan Tomalty  
Published On: November 21st, 2022  
7.8 min read

So you've set your business up for success with a captivating website and matching social media presence – but you just aren't reaching as many people as you thought. What to do?

Not only is it fast and free, but data from Insider Intelligence says that email marketing is the best way to engage the attention of the people seeking what your business is providing.

Email marketing helps you get into your customers' hearts and minds through their inboxes. It is an invaluable tool if you know how to use it.



## How to Become a General Contractor

Home / Business Startup Tips / How to Become a General Contractor

By Morgan Tomalty  
Published On: December 14th, 2022  
8.4 min read

So you're ready to ramp up your career in construction, and a general contracting business is the logical next step.

Starting a general contracting business is a rewarding and exhilarating entrepreneurial venture. The Canadian construction industry is full of opportunities for anyone wanting to strike out on their own, and with a general contracting business, the sky is truly the limit. It is a competitive and dynamic industry with several paths you can take to provide a unique service, depending on the type of construction service your company offers.

### What Is a General Contractor?

Simply put, a general contractor is the main puppeteer of the many goings-on of a commercial or residential building project. They manage all vendors and tradespeople, finances, communication, and safety protocols, from the conceptualization to the closure phase of a construction project.



## Do Event Planners Need Insurance?

Home / Small Business Insurance / Do Event Planners Need Insurance?

By Morgan Tomalty  
Published On: February 6th, 2023  
8.4 min read

As an event planner, you have a lot of responsibilities. You are expected to coordinate, execute, and promote events to make your client shine bright while not breaking the bank and hopefully attracting lifelong fans to your client's organization. That's a tall order, and a million little pieces need to fall perfectly in place for your event to go off without a hitch.

But let's face it. There's always a hitch. There are risks involved with every event, every step of the way. According to IBIS World, trade show and event planning is a \$2 billion industry, and significant growth is expected in the next five years.

Event planning is an exciting industry, and event planners have careers abounding with culture, novelty, creativity, and adventure. A business insurance policy is necessary for any event planner so they can focus on their next big event, not an unexpected accident.



Morgan writes content and landing pages for Zensurance, an online insurance brokerage that is in no way traditional, while highly rated and globally awarded.



# FORTY CREEK WHISKY

Selected Images



Forty Creek Whisky has undergone a brand overhaul, and Morgan has been intrinsic to this process. From determining its tone of voice, to writing all the content along its museum wall and infographics at the distillery, to B2B decks, Morgan has written down Forty Creek's story.

# PARKLAND CORPORATION

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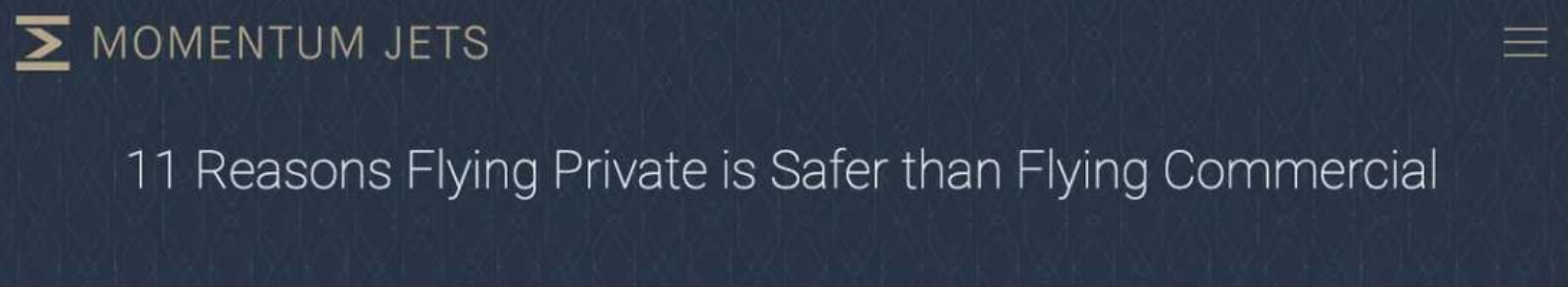
Selected Images



Parkland hires Morgan to work on their playbooks, merchandising manuals, and training manuals. Parkland is Canada and the Caribbean's largest energy and retail company, and one of the fastest growing in the United States.

# MOMENTUM SOLUTIONS AND JETS

Selected Images



Date Posted: 08/02/2023 | Tags: [#Momentum Jets](#) [#NeedALift?](#) [#GainMomentum](#) [#fly private](#)



[#private air travel](#) [#private travel](#) [#safety](#) [#aviation](#)

By: [Morgan Ryan](#)

Aviation is by far the safest form of travel, but is there a difference in terms of safety when it comes to flying commercial versus private? Private air travel is on the rise for several reasons, one of the biggest being that it is a superior experience in terms of safety. When it comes to flying private, there have always been common misconceptions, as well as overlooked benefits, as to why it is the safest travel option. Below are 11 reasons why flying private is a better choice for the safety of you and your loved ones the next time you are booking travel.

Momentum Solutions is a Toronto based inter-connected global network of leading strategic life support companies. We are hired to write about the remarkable stories that occur on a daily basis with Momentum Solutions.

Morgan also works closely with Momentum Jets as an important component of the Momentum Solutions oeuvre. Morgan writes the uncharted anecdotes and information that connect the public with the services Jets offers.





Scene+ is a Canadian loyalty program that is owned by the Empire Company. Scene+ hires Morgan to develop programs that connect Scene+ customers and employees to the numerous award benefits associated with the program. Accounts have included Home Hardware, Sobeys, and Scotiabank. With Home Hardware, for example, Morgan wrote their marketing materials, including in-store kits and employee engagement programming. Pictured above is the Sobeys and Scotiabank accounts, where Morgan wrote the marketing materials and games that were brought across Canada on this giant iPad.