

Tanya Rosenberg

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Change Management and Communications Expertise

- **Change Communication:** Supported organizational change initiatives by aligning stakeholders and ensuring clarity.
 - **Stakeholder Engagement:** Worked with cross-functional teams to address concerns and meet goals during changes.
 - **Process Improvement:** Documented workflows for system upgrades, reducing manual tasks by 40% and improving understanding.
 - **Training and Enablement:** Created training materials, including a style guide at Scotiabank, to ensure consistent documentation.
 - **B2B SaaS Content Strategy:** Manage PathFactory's knowledge base, reducing support tickets and enhancing self-service.
 - **Equity and Inclusion Advocacy:** at PathFactory I'm a volunteer on the DEI Committee and the Health & Safety Committee to help promote inclusive messaging and support a positive workplace culture.
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Technical Proficiencies

Software Tools: SharePoint, WordPress, Asana, Confluence, Jira, Kanban, Zoom, Microsoft, Google

Frameworks & Skills: Agile, ITIL, AODA compliance, HTML

Professional Experience

Sole Technical Writer - PathFactory Inc.

June 2022 – Present

- Engage stakeholders to align documentation and communication strategies with end-user needs during product launches and updates.
- Use tools like Slack for internal communications, resource updates, and notices to keep teams informed and aligned.
- Manage [The Nook](#), PathFactory's 500+ article knowledge base, ensuring strategy, usability, and accuracy.
- Leverage engagement metrics from WordPress to refine communication approaches and focus on improving the most viewed content assets.
- Develop documentation strategies for new product launches, enabling internal and client adoption.
- Create SEO-optimized content and distribute updates via collaboration tools like Slack.
- **Key Achievement:** Reduced support tickets by 25% in six months through content optimization.

Communications Manager - iRepair Danforth

September 2012 – May 2022

- Implemented RepairQ software, overseeing the transition and training employees effectively.
- Designed training materials and workshops, streamlining workflows and improving practices.
- Maintained a [client-centric website](#), updating operations and ensuring transparency.
- **Key Achievement:** Improved team efficiency and customer satisfaction with enhanced communication tools.

Technical Writer (Contract) - Scotiabank

February 2017 – May 2017

- Engaged stakeholders to ensure end-user needs were prioritized in compliance documentation and process updates.
- Produced documentation to support compliance changes, ensuring clarity and alignment with stakeholders.
- Delivered resources for adapting to new regulatory requirements.
- **Key Achievement:** Contributed to a successful audit by delivering comprehensive documentation.

Technical Writer - eHealth Ontario

November 2005 – May 2015

- Led documentation for healthcare IT initiatives, including service updates and workflow improvements.
- Developed guides and standards, ensuring effective adoption of new tools and processes.
- **Key Achievement:** Aligned documentation with user needs, improving project outcomes.

Hobbies and Interests

When I'm not strategizing knowledge bases or refining workflows, I can be found watching **curling**—yes, the sport with brooms and stones, where precision and teamwork are everything. A long-time player and enthusiast, I relish the camaraderie and challenge of the rink. This February I'll be volunteering at the [Scotties Tournament of Hearts](#) in Thunder Bay.

On quieter days, I enjoy the meditative art of **crochet**, crafting everything from cozy blankets to quirky amigurumi animals. My bold **home decor** projects are a testament to my fearless approach to colour and creativity—think Parisienne landscape filling a dining room wall, a green ceiling, and Beetlejuice. To balance it all, I stay active with **daily fitness** pursuits, finding joy and energy in staying healthy and strong. Each of these passions brings balance and inspiration to my professional life.