

TANYA GROVER

CONTACTS

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[Online Portfolio](#)



EDUCATION

UNIVERSITY OF KANSAS

Lawrence, KS | 2014–2018
3.85 GPA

BACHELOR OF SCIENCE

Journalism – Emphasis in
Strategic Communications

BACHELOR OF ARTS

Global & International Studies –
Departmental Honors
Minor in Spanish

CERTIFICATES IN:

Global Awareness | Service Learning |
Research Experience

IES ABROAD

Salamanca, Spain | Spring 2017

EXPERTISE

Communication

Leadership

Creativity

Critical Thinking

Social Media

Customer Service

PROFESSIONAL PROFILE

Young professional with experience in strategic planning, content creation, international relations, and customer service. I am a talented writer, natural leader, and excellent communicator. Challenge, innovation, and creativity define my work mindset. I enjoy exploring bold, unconventional ideas and value effective, inclusive communication. I strongly believe that intelligence stems directly from open-mindedness. My ideal role will allow me to combine my ability to take command, foster positive communication among a large group, and cultivate new ideas within an ever-changing company and world.



PRODUCT MARKETING ASSOCIATE / SPECIALIST

Evolve Vacation Rental / Denver, CO / July 2018 – Present

- Conduct in-depth market research for vacation destinations and competitive analysis of existing listings, in order accurately advertise vacation rental properties in an individualistic and creative way
- Produce strategic, SEO-focused content to market properties to travelers, across numerous distribution sites including Airbnb, VRBO, Homeaway, etc.
- Ensure the team's listings are high quality and consistent with the Evolve brand through a detailed "quality assurance" editing process
- Maintain listing quality post-activation to fully optimize booking potential, by monitoring performance and remediating content
- Utilize Salesforce to each listing, including rates, fees, amenities, and photos

MARKETING INTERN

Jackson Hole Chamber of Commerce / Jackson, WY / May 2017 – Aug. 2017

- Assisted in Events, Visitor Services, Destination Sales, and Membership
- Created and directed the "Humans of JH Chamber" Instagram campaign, a photo blog emphasizing the importance of the local business community; interviewed and photographed 18 individuals for Instagram features; produced a photo collection website; raised brand awareness through strategic storytelling
- Began a blog series for the Chamber's website titled "From the Intern's Desk" and published professional blogs on a bimonthly basis
- Helped draft the Wyoming State Chamber's Certification Chamber Program
- Attended staff board meetings and assisted during networking events, including bimonthly Chamber mixers and monthly business meetings

SKILLS

COPYWRITING

EDITING

SPANISH

PUBLIC SPEAKING

EVENT PLANNING

IN DESIGN

AWARDS & ACTIVITIES

Departmental Honors
College of Liberal Arts & Sciences
(successful thesis defense)

Phi Kappa Phi Honor Society
Top 10 percent of senior class

Phi Beta Delta Honor Society for
International Scholars
(Alpha Pi Chapter at KU)

KU Excellence Scholarship
Required min. 3.5 GPA and
15+ credit hours per semester

IES Study Abroad Scholarship

GAP (Global Awareness Program)
Peer Ambassador
Sept. 2017 – May 2017

StopGap, Inc. | Volunteer
Sept. 2016 – Dec. 2016

EXPERIENCE (CONTINUED)

VICE PRESIDENT OF MEMBERSHIP

Kappa Delta Sorority / Lawrence, KS / Nov. 2015 – Nov. 2016

- Planned Fall Formal Recruitment 2016 for the Zeta Epsilon Chapter of Kappa Delta Sorority at the University of Kansas
- Led all chapter members (200+) during the recruitment process at the University of Kansas (1,000+ participating women); recruited 60+ new members
- Collaborated with KU's Panhellenic Association and National Kappa Delta to develop effective recruitment strategies for strategically marketing the chapter
- Oversaw and maintained retention efforts of active members throughout the year by promoting sisterhood and internal branding

SERVER/BARTENDER

Sip | eat + drink / Denver, CO / Aug. 2018 – April 2019

Johnny's Tavern West / Lawrence, KS / Aug. 2016 – July 2018

The Blue Lion / Jackson, WY / May 2017 – Aug. 2017

Walnut Grill / Ellisville, MO / May 2016 – Jan. 2017

- Utilized problem-solving, teamwork, time-management, resilience, and multi-tasking in an extremely fast-paced environment, while exemplifying a professional and friendly demeanor
- Used strategic marketing and interpersonal skills to up-sell specials and other high-priced menu items to increase guest check averages

REFERENCES



Brian Lagotte, Ph.D.

Assistant Teaching
Professor in Global &
International Studies
University of Kansas | Lawrence, KS
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Joseph Erba, Ph.D.

Assistant Professor of
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Casey Carroll

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Brigid Hornsby

National Kappa Delta
Collegiate Advisor
Kappa Delta Sorority |
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