

StoryBilder

...where the plot thickens

Founder Profile

Hi, I'm Tanya, StoryBilder's founder and developer. My professional background combines education, practical business (ecommerce, retail, marketing and IT), content management and systems development. From the late 90s to the mid-00s, I built a CD and video store, which later evolved into a Shakespeare education company called The Poor Yorick Shakespeare Catalogue, in Stratford (Ontario).

When Napster and online downloading threatened the company's future, I transitioned into a content management career which took me to BlackBerry, Harris Communications and Shoppers Drug Mart before shifting into freelance consulting. In this last role, I worked on projects as diverse as rebranding technology firms and a gaming company, wrote and designed an interactive storybook for Thomas the Tank Engine, researched corporate intelligence on AI and the future of the workplace, and helped restore a stolen painting to its rightful owner in France.

My creative writing and teaching credentials include four years teaching ESL in Japan and an MA in English Literature from U. Toronto. I've released two middle grade books under my own imprint Baba Yaga Press, and my short story "T-Minus" was just published in Amazing Stories Magazine. I'm also an active member of the Board of Directors for the Sunburst Awards, Canada's preeminent juried science fiction and fantasy award.

Boilerplate Bio:

Tanya Gough has extensive experience in content management, social media and interactive, multi-platform projects. She has been at the cutting-edge of emerging technologies, including dynamic web development, eCommerce, app development, social media, beacon technologies, and data-driven interactive projects, and she brings a unique blend of tech-focused process capabilities and language-based communication skills to StoryBilder.

Tanya spent 10 years at the helm of The Poor Yorick Shakespeare Catalogue, which had its start in Stratford, Ontario at the birth of dynamic eCommerce, and built the company into a global Shakespeare supplier with customers in 42 countries around the world. She later transitioned into content management, working with national and international firms, including Research in Motion/BlackBerry (telecommunications), Shoppers Drug Mart (pharmacy/retail), and Harris Broadcasting (manufacturing), and consulting in other industries as varied as the arts, music, healthcare, cosmetics, IT networking, children's brands, and food.

She has designed and executed content projects, social media campaigns, and marketing promotions for global brands, start-ups and government agencies.

Read more at tanyagough.com

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