

# TANYA PIEL

Marketing Associate | Digital Marketing Associate | Brand Strategy Specialist

[tanyaraepiel.com](http://tanyaraepiel.com) | Vancouver, WA

## SUMMARY

I am a results-oriented Marketing professional with hands-on experience in SEO, digital campaigns, and brand strategy. I achieved 100%+ web traffic growth using Google Analytics insights and am certified in Google Analytics, Search Ads, and Social Media Marketing. I am also the first-place winner of WSUV's 2025 Professional Sales Competition. I'm seeking a Marketing Associate or Digital Marketing role that merges creativity with strong analytical skills. I am inquisitive, motivated, and always looking to learn and grow.

## WORK EXPERIENCE

### Marketing & Sales Intern – edgefi Cybersecurity June 2024 – Sept. 2024

- Earned Google Analytics & Search Ads certifications.
- Produced and hosted edgefi's first-ever webinar, generating qualified leads and expanding brand visibility across new markets.
- Conducted market research to identify emerging cybersecurity trends.
- Authored 11 white papers demonstrating service value and improving organic engagement.
- Analyzed web traffic data to inform marketing strategies and boost campaign performance.

### Marketing Coordinator– Pacific Installers NW Mar. 2019 – Nov. 2025

- Designed and launched full brand identity including logo, mission, and messaging.
- Drove a 100% increase in website traffic by developing and executing targeted SEO and digital ad campaigns.
- Managed Meta campaigns reaching 20K users with a 0.9% CTR.
- Developed and maintained company website using Wix.
- Boosted inbound leads through creative advertising and local SEO optimization.

### Marketing Consultant – Strong Harvest International Aug. 2025 – Dec. 2025

- Audited digital marketing performance (CTR, ROI, engagement) to identify growth opportunities.
- Proposed storytelling and audience engagement strategies projected to raise engagement 4–5x.
- Provided insights expected to increase donor acquisition from 7 to 30+ annually.

## EDUCATION

### Bachelor of Arts in Marketing Expected December 2025

Washington State University Vancouver – 3.5 GPA

### High School Diploma

Union High School – 3.6 GPA

## CERTIFICATIONS

- Google Analytics
- Google Search Ads
- HubSpot Social Media Marketing
- Conversion Optimization (Skillshop)
- Foundations of AI-Powered Search Ads (Google)

## SKILLS

- SEO, SEM, & PPC Campaigns
- Google Analytics & HubSpot CRM
- Content Strategy & Brand Development
- Social Media Advertising & Canva Design
- Market Research & Data Analysis