

TANYA PIEL

• MARKETING PROFESSIONAL •

PROFILE

I am a marketing graduate with over six years of experience in digital marketing, brand strategy, content creation, SEO, analytics, and website development. I combine creativity with data and analytical thinking to strengthen brands, improve marketing performance, and drive measurable growth. I also use AI tools and emerging technology to work more effectively.

EDUCATION

Washington State University Vancouver • December 2025

Bachelor of Arts in Business Administration • Marketing

First Place • WSUV's Professional Sales Competition

Essay Won Carol Tissot Scholarship

Essay Won Collin Murdock Scholarship

Future Leaders of America Internship Assignment

3.5 GPA

EXPERIENCE

MARCH 2019 -

AUGUST 2026

Pacific Installers NW • Marketing Specialist • Vancouver, WA

- Built the company's brand identity, logo, website, marketing materials, and customer-facing content.
- Managed Meta content and campaigns to increase awareness, engagement, and leads.
- Improved website content, UX, call to actions, and blog strategy, increasing total website visitors by 43% in one month and unique visitors by 68% by the end of the year.
- Refined website content and calls to action, increasing contact clicks by 16% in 90 days.
- Used Google Analytics and campaign data to guide marketing decisions.

JUNE 2025 -

SEPTEMBER 2025

Edgefi Cybersecurity • Marketing Intern • Vancouver, WA

- Wrote and edited 11 cybersecurity white papers, turning technical topics into clear content for a business audience.
- Supported webinar production by preparing promotional content and coordinating materials for launch.
- Organized marketing content and campaign assets, incorporating feedback and revisions to keep projects on schedule.
- Reviewed Google Analytics data and audience segments to help refine content and email campaigns.

JUNE 2014 -

FEBRUARY 2019

Spectrum • Customer Service Representative • Vancouver, WA

- Handled up to 100 customer calls daily.
- Received 8 performance awards and 2 raises.
- Documented reasons for customer calls.
- Resolved billing and service concerns.
- Explained policies and account information.
- De-escalated difficult customer interactions.
- Protected confidential customer information.

QUALIFICATIONS

SEO

Digital Marketing

60 WPM

Team Collaboration

Creative Design • Canva

AI

Google Analytics

Creative Strategy

Brand Strategy

Market Research

WIX Web Design

Procreate