

# TANYA PIEL

## Account Manager | Marketing & Sales Professional

tanyapiel1@gmail.com | [tanyaraepiel.com](mailto:tanyaraepiel.com) | 360-901-9137 | Vancouver, WA

### SUMMARY

I'm a people-first sales and marketing professional who knows how to build trust quickly and turn conversations into results. I've booked meetings through consistent prospecting, generated 100+ webinar registrants that created eight qualified opportunities, and driven a 25 percent lift in website traffic through targeted campaigns. I'm quick on my feet, strong at handling objections, and my first-place finish in WSUV's 2025 Professional Sales Competition reflects my ability to connect, listen, and think strategically under pressure. I bring energy, resilience, and genuine rapport-building skills to every interaction.

### WORK EXPERIENCE

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

- Conducted 30+ cold and warm prospecting calls daily, converting ≈10% into booked meetings.
- Co-led a cybersecurity webinar that generated 100+ registrants and 8 qualified sales opportunities.
- Logged and tracked all outreach in HubSpot CRM, improving follow-up speed.
- Developed tailored pitch decks for different lead segments, increasing engagement by ≈35% from customer's downloads.

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

- Designed and launched full brand identity including logo, mission, and messaging.
- Drove a 25% increase in website traffic over 3 months by developing and executing a summer digital ad campaign.
- Managed Meta campaign reaching 20,000 users with a 1.2% 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

#### B.A. Business Administration – Marketing Focus

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

- Lead Generation & Prospecting
- Objection Handling
- Relationship Building & Rapport Development
- Goal Oriented & Competitive Mindset
- Customer Relationship Management