



TONY TANDESKI

Design | Data | Digital

ABOUT

Designer, data nerd, and digital marketer with a passion for learning and a love of travel, coffee, and all things geeky.

CONTACT

563.349.7245

tony.tandeski@gmail.com

tonytandeski.com

SKILLS

Digital + Print Design

Branding + Style Development

Web Design + Development

User Experience Design

Search Engine Optimization

Data + Analytics

Digital + Social Marketing

Content Strategy + Creation

PROFICIENCIES

Photoshop, Illustrator, InDesign,

Premiere, After Effects, XD,

Dreamweaver, Audition, Sublime,

WordPress, Audacity, Procreate,

Affinity Designer, Affinity Photo, Affinity

Publisher, Google Analytics, Google

AdWords, Google Tag

Manager, Bing Webmaster Tools,

Microsoft Office Suite

EXPERIENCE

ClearanceJobs, Web Analyst

Urbandale, Iowa | 2018 - Present

- Managed all brand web analytics acquisition, documentation, analysis, and dissemination to department and company stakeholders.
- Lead all SEO efforts including on- and off-page optimization of multiple brand domains.
- Crafted presentations and elaborated on key analytics findings during monthly business review meetings.
- Created new monthly reporting worksheets using several analytics tools to automate and greatly reduce monthly reporting time while maintaining accuracy.
- Onboarded new analytics software and tools and taught team members how to leverage capabilities.

The Rook Room, Owner

Des Moines, Iowa | 2019 - Present

- Created and developed entire brand including logo, colors, style, voice, service offerings, pricing, strategies, etc.
- Built out business website, social media channels, newsletters, and other digital presence.
- Designed all digital and print materials for both internal and external needs, marketing, publicity, outreach, etc.
- Developed strategic venue and vendor partnerships.
- Crafted all merchandise, product, and packaging designs for digital and physical store offerings.
- Constructed educational materials and presented in large-group learning sessions for both children and adults.
- Grew the brand from a concept to Des Moines' most successful gaming pop-up business with more than 1,000 fans.

Boal for Iowa, Campaign Consultant

Windsor Heights, Iowa | April 2018 - November 2018

- Developed campaign brand including logo, signage, voice, tagline, and more.
- Created, administered, and updated campaign website.
- Initiated and updated all social media channels.
- Conceptualized and created campaign assets including videos, ads, copy, photography, graphics, and more.
- Planned and executed campaign digital advertising and outreach efforts on Facebook, Instagram, Twitter, YouTube, and Spotify.
- Consulted on campaign strategy, target audiences, public relations, and more.

Lessing-Flynn, Digital Project Manager

Des Moines, Iowa | 2016 - 2018

- Managed client accounts including budgets and timelines.
- Created strategies and wireframes for new and existing websites.
- Crafted and executed SEO strategies across various digital outlets.
- Built and presented project proposals for client services.
- Developed and executed user experience strategies and proposals.
- Coordinated with vendors on project scope, budgets, development, timelines, strategies, and more.

Happy Medium, Content + SEO Strategist

Des Moines, Iowa | 2014 - 2016

- Developed content and content strategies.
- Managed and executed SEO monitoring, analytics, and reporting.
- Produced and edited video for broadcast and digital use including local television commercial spots.
- Built and maintained websites using a variety of tools, frameworks, and coding languages.

WBAY-TV, Executive Producer

Green Bay, Wisconsin | 2010 - 2014

- Managed producer, photographer, and reporter staff of 30+ on a daily basis.
- Oversaw the accuracy and newsworthiness of every daily news broadcast.

KRCR-TV, Producer

Redding, California | 2008 - 2010

EDUCATION

Northeast Wisconsin Technical College

Green Bay, Wisconsin | 2012 - 2014

Continuing education courses in web and digital design and web development.

Drake University

Des Moines, Iowa | 2004 - 2008

Bachelor of Arts in Journalism and Mass Communication

Minors in Sociology and Religion

MEMBERSHIP

Drake Central Iowa Regional Advisory Board

Marketing Chair; SJMC Chair; Member | 2015 - Present

Urbandale Community Theatre Board of Directors

Marketing, Public Relations, and Communications Chair; Member | 2016 - Present

Make-a-Wish Iowa

Wish Granter | 2014 - Present

Various Community Theatres

Director; Assistant Director; Marketing; Actor; Volunteer | 2015 - Present