



# TONY TANDESKI

## ABOUT

Digital marketer with a knack for web development and a love of travel, the arts and all things geeky.

## CONTACT

563.349.7245

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tonytandeski.com

## SKILLS

Content Marketing  
Search Engine Optimization  
Analytics & Data  
Writing & Editing  
Email Marketing  
Social Media Strategy  
Web Development  
Video Production & Editing  
Adobe Creative Suite  
Paid Advertising

## CERTIFICATIONS

Google Adwords

## EXPERIENCE

### Happy Medium, Content & SEO Strategist

*Des Moines, Iowa | 2014 - Present*

- Developed content and content strategies.
- Managed and executed SEO monitoring and reporting.
- Monitored Google Analytics and created recurring reports.
- Created weekly email newsletters and blasts.
- Produced and edited video for broadcast and digital use.
- Built and maintained websites using a variety of tools, frameworks and coding languages.

### WBAY-TV, Executive Producer

*Green Bay, Wisconsin | 2010 - 2014*

- Served at interim assistant news director.
- Managed producer and reporter staff on a daily basis.
- Supervised quality, accuracy and execution of all newscast content.
- Administered and maintained station website and social networks.

### KRCR-TV, Producer

*Redding, California | 2008 - 2010*

- Produced consistently top-rated 6:30 p.m. and 11 p.m. newscasts.
- Maintained and updated station social networking sites.
- Served as a multimedia journalist for breaking news situations.

## EDUCATION

### Northeast Wisconsin Technical College

*Green Bay, Wisconsin | 2012 - 2014*

Continuing education courses in web design and development

### Drake University

*Des Moines, Iowa | 2004 - 2008*

Bachelor of Arts in Journalism and Mass Communication

Minors in Sociology and Religion

## MEMBERSHIP

### Drake Young Alumni Committee

*Marketing Chair | 2015 - Present*

### Make-A-Wish

*Wish Granter | 2014 - Present*

### Des Moines Playhouse

*Actor & Volunteer | 2015 - Present*

### WordPress Des Moines

*Founder & Co-Organizer | 2014 - Present*

### Hollywood Halloween

*Committee Member | 2015 - Present*