



# 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

### **Lessing-Flynn**, Digital Project Manager

*Des Moines, Iowa | 2016 - Present*

- 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.
- Coordinated with vendors on project scope and development.

### **Happy Medium**, Content & SEO Strategist

*Des Moines, Iowa | 2014 - 2016*

- Developed content and content strategies.
- Managed and executed SEO monitoring and reporting.
- 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*

- Managed producer and reporter staff on a daily basis.

### **KRCR-TV**, Producer

*Redding, California | 2008 - 2010*

## 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 Iowa Regional Advisory Board**

*Marketing Chair | 2015 - Present*

### **Urbandale Community Theatre**

*Marketing Chair | 2016 - Present*

### **Make-A-Wish**

*Wish Granter | 2014 - Present*

### **Des Moines Playhouse**

*Actor & Volunteer | 2015 - Present*

### **WordPress Des Moines**

*Founder & Co-Organizer | 2014 - Present*