

# Tanya Duff

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## Education

**Digital Marketing**, Associate of Applied Science,  
Western Technical College, La Crosse, WI

*Expected Graduation April 2024*

## Qualifications

### *Customer Service Skills*

- Experienced with handling customer requests in a high-volume retail setting.
- Proficient in solving customer issues relating to requests, complaints, or just general information.
- Proficient at maintaining a welcoming environment for customers.

### *Communication Skills*

- Excellent written communication skills, either via email or through long form memos.
- Excellent speaking skills, featured on '2 Minute Take' multiple times to feature upcoming sales or promotions.

### *Team Based Decision Making*

- Worked within a small team to plan out weekly projects to be completed, met with that team with continual updates and adjustments.
- Worked with a team of employees to make directional based decisions based upon tasks and staffing.

### *Certifications Earned*

- Google Ads and Analytics (GA4) Certifications
- Hubspot Certifications such as Social Media Marketing, Content and Copywriting, and Email Marketing

## Related Work Experience

**Digital Marketing Coordinator**, Goodson Tools and Supplies, Winona, MN

November 2023-Current

- Maintain and update company websites, ensure that every product is priced appropriately, that the images are represented in a professional manner.
- Create and market the yearly catalog: compile and combine products, prices, and ensure that they are all cohesively represented in a comprehensive manner.
- Maintain and grow the Social Media presence of each individual company underneath the Goodson umbrella.
- Upkeep and enhance the SEO performance of the Goodson company websites.
- Maintaining the PPC campaigns for each of the Goodson companies, including both paid social campaigns as well as Google Ads, and Bing.
- Creating and planning out Email Marketing Campaigns for the Goodson companies, including email newsletters and automation attuned to the consumer journey.
- Daily experience with Adobe suite of programs to create designs to effectively communicate brands and logos for the Goodson companies.

**Customer Experience Team Leader, Goodwill NCW, Onalaska and La Crosse, WI**

February 2014-August 2022

- Led and oversaw the daily operations of the sales floor, related to planning projects for the week, completing seasonal sets and daily checks to maintain company standards.
- Worked in close partnership with the Marketing department to ensure that all aspects of retail signage, messaging were in line with company standards.
- Worked in close partnership with the Regional Team Leader to ensure that the store layout was up to company standard and organized in such a way to make it navigable for our customers.
- Maintained an excellent working relationship with the purchasing team to ensure the store was fully stocked.

**Applicable Work History**

**General Stylist, The Wedding Tree, La Crosse, WI**

May 2023-November 2023

**Assistant Manager, Carmike Cinemas, La Crosse, WI**

November 2007-December 2013