

# Tanya Gardner

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## PROFESSIONAL EXPERIENCE

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**Independent Consultant focusing on Digital Marketing, Strategy & Branding** 2010 - present

Digital Marketing Analyst, Scholastic, - New York, NY 2014 – 2015  
Children's book publisher and distributor of educational technology

- Developed extensive agile digital marketing & ecommerce strategies including: paid and organic search, content to commerce, mobile and social media to drive site traffic, ROI, conversions, registrations and revenue for Scholastic branded campaigns.
- Drove execution and analysis of PPC, Display and Retargeting in Google AdWords and Bing that resulted in an increase of lead volume of 12% and a 8% decrease in CPC over a 5 month period.
- Analyzed weekly and monthly sales and campaign performance data utilizing search engine dashboards, Google Analytics, Adobe Omniture and Webmaster Tools to determine potential revenue opportunities and optimize conversions across all managed accounts.
- Championed PPC landing page a/b testing, improving CTR, visits and conversions by 5%.
- Collaborated with Agency partners on bid management, placement optimization, keyword research and expansion, quality score monitoring, ad copy testing and campaign set-up.
- Curated and optimized SEO opportunities across content and ecommerce pages relating to site architecture, content, title tags, compliancy issues and natural link building.

Marketing Strategist, Grant Manufacturing & Alloying Inc., Birdsboro, PA 2012 – 2013  
Privately held, specialty metal manufacturer, \$30MM in revenue, positioning itself for sale.

- Provided analytical and strategic guidance direct to the Owner on Marketing, Strategy and Operations, transforming strategic plans into workable solutions that drove cost reductions, productivity gains and revenue growth against key operational objectives.
- Utilized quantitative and qualitative insights to develop an integrated B2B marketing strategy leveraging traditional and digital channels, email, content, SEO, printed collateral, trade journals and social media; increasing online traffic, client leads and conversions by 5%.

Marketing Manager, Indego Africa, New York, NY 2012

Ecommerce, social enterprise that leverages innovative design collaborations with fashion brands like Jonathan Adler, J. Crew, Dannijo & Anthropologie to provide aide + education to woman in Rwanda.

- Devised and executed integrated marketing strategies to reposition the brand, increase consumer engagement and drive online traffic by leveraging social media, PR, retail partnerships, special events and marketing communications increasing direct traffic by 4%.
- Revamped the email marketing campaign to include lead-nurture, upsell and win-back campaigns increasing CTR by 6% within Vertical Response.
- Recommended and obtained management buy-in for ecommerce site redesign, vetted web design proposals and developed new promotion schedule, site design and product placement strategy while integrating analytics and custom product categories.

Marketing Consultant, Organic.com, San Francisco, CA & New York, NY 2011

Leading digital agency that develops break through marketing campaigns for global brands.

- Performed competitive analysis and new market opportunity assessments across the digital retail space. Devised mobile retail strategies that leveraged new social media apps for our CPG clients.

### **Associate Brand Manager - Clorox Disinfecting Wipes**

The Clorox Company, Oakland, CA 2008 - 2009

Leading CPG company best known for its namesake bleach product, wipes are a \$110MM brand.

- Led metrics-driven analysis of consumer data, marketing effectiveness, budget parameters and channel performance into brand building marketing plan for Clorox's School Program. Aligned senior management to new tactics that improved program reach and increased ROI by 9% with a 12% smaller budget.

**Associate Brand Manager - Clorox Disinfecting Wipes – continued**

- Determined key objectives and time lines, then guided internal partners and external agencies to ensure effective execution for integrated new product launch marketing campaign including celebrity endorser, bloggers, online design contest, Facebook, print and retail promotions.
- Drove creative strategy & development of Year 2 Décor canisters through independent research and effective cross-functional partnerships. Championed alternative, cost-efficient, qualitative market research techniques to optimize assortment options resulting in 85% consumer preference over Year 1.
- Proactively identified and developed strategic partnerships and marketing strategies to meet volume, profit and share projections by analyzing consumption data (IRI) and competitive environment to uncover key category insights, trends and opportunities.

**Brand Management Intern - Pop-Tarts® Innovation**

The Kellogg Company, Battle Creek, MI

2007

Leading CPG manufacturer and marketer of cereal, cookies, crackers and savory snacks.

- Analyzed primary and secondary research to uncover insights on potential Pop-tart® secondary target's consumption behavior. Conducted qualitative research, identified key growth opportunities and evaluated strategic product innovations.
- Conducted "lunch box" innovation analysis by using IRI and HH panel tools to evaluate the lunch box segment and recommend potential product offerings.

**Fashion Designer**

Various Apparel Companies, New York, NY

1998 – 2006

Permanent and freelance design positions for branded and private label sportswear manufacturers.

- Leveraged market research, trend & sales analysis, inspiration samples and license guidelines to develop exclusive prints, patterns, logos, trims and garments into cohesive collections consistent with brand vision and business strategy.
- Co-created debut, brand licensed, women's sportswear collection 2 weeks ahead of plan generating \$26MM in incremental revenue. Analyzed sales and retail sell-through to design second season line plan that delivered 28% sales growth.

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**EDUCATION**


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**UNIVERSITY OF MICHIGAN, Ross School of Business**

Ann Arbor, MI

Master of Business Administration, in Marketing and Corporate Strategy, May 2008

**NEW YORK UNIVERSITY**, School of Professional Studies,

New York, NY

Coursework in Digital Media Marketing, 2013 - 2014

**UNIVERSITY OF VIRGINIA**

Charlottesville, VA

Bachelor of Arts in Economics, May 1994

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**SOFTWARE SKILLS**


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Proficient in Google AdWords, Google Analytics, Wordpress, Adobe Omniture, Photoshop and Illustrator, Microsoft Excel, Power Point and Word. Intermediate level in Marketo and SQL.