

# Tangie Badal Anderson

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## **PROFILE**

I have a background in Marketing and Promotions, with three years of experience in analyzing ratings and demographics and utilizing social media to increase consumer engagement. I am taking IBM Data Science Professional Certificate courses to upscale my skills and knowledge. I am passionate about using marketing and data science to bring stories to life and create tailored solutions for clients. I aim to become a team member who can contribute a background in marketing and sales and tell the story behind the data using technology and insight to make meaningful and innovative recommendations to stakeholders.

## **STRENGTHS**

\* Data Analysis \* Goal Oriented \* Resourceful \* Empathetic \* Accuracy \* Microsoft Office  
\* Travel \* Salesforce \* Analysis \* Google Suite \* Innovative \* Teams \* Collaboration \* Marketing

## **WORK EXPERIENCE**

### **Accommodations Exceptions & Scheduling Coordinator**

***Pearson Vue, 11/2022 – 12/2023 Bloomington, Minnesota, Remote***

- Joined forces with clients, candidates, vendors, test centers, and internal teams to implement granted accommodations under the Americans with Disabilities Act (ADA).
- Supported Contact Center staff in handling accommodations and test center escalations via Helpdesk lines, serving as the escalation point for Level 3 and Level 4.
- Expertly managed escalated issues, effectively addressing and resolving customer concerns using Salesforce as a case creator for documentation and case management.
- Demonstrated a comprehensive understanding of client accommodation policies and enforced guidelines.
- Salesforce CRM used multiple external service providers, such as readers, recorders, sign language interpreters, and translators, to schedule support.

### **Test Administrator**

***Pearson Vue, 06/2022 – 10/2022 Johnson City, Tennessee***

- Kept a strict adherence to testing protocols and procedures, preserving high compliance.
- Conducted check-in procedures for examinees, verified identification, and explained the examination process.
- Demonstrated phone etiquette by greeting callers and directing them to exam websites or telephone lines.
- Generated and filed incident reports when necessary, dealing with concerns or incidents involving examinees or the testing center.

**Leave of Absence - Due to Family Illness**

### **Collections Representative**

***AT&T, 02/2013 – 05/2014 Johnson City, Tennessee***

- Managed daily influx of 100+ calls at a fast-paced call center, ensuring prompt and professional response.
- Reaching outstanding results by successfully addressing customer objections and closing collection calls, surpassing monthly collection goals of 18% with a rating of up to 22% paid collections and 87% promise-paid rate.
- Tackled customer inquiries, complaints, and billing issues, consistently achieving one-call resolution and maintaining a stellar 97% customer review rating.

**Leave of Absence** - Due to Unexpected Maternity and Infant Illness

**Traffic Assistant - Food Network**

**Scripps Networks Interactive** 02/2007 – 02/2010 Knoxville, Tennessee

- Collaborated effectively with team members to produce an approximate \$3.2 million log daily.
- Skillfully assembled logs by strategically manipulating commercial units to maximize revenue.
- Achieved an outstanding 0% revenue loss resulting from errors on logs or commercial copy.
- Utilized instructions provided by advertising agencies to apply blanket and line-by-line copies to commercial units accurately.

**Promotions Coordinator & Marketing Specialist**

**Sinclair Broadcast Group - WEMT-TV & WRGT/WKEF-TV** 10/2003 – 02/2006

*Johnson City, Tennessee and Dayton, Ohio*

I. Marketing Specialist

- Used Nielsen data: demographics, ratings, and day parts to create pricing plans for presentations and add-on-value.
- Developed 50+ client-tailored sales/marketing presentations, resulting in a 30% increase in sales revenue.
- Utilized digital media advertising to enhance campaigns and increase 20% social media engagement.
- Project manager of the quarterly direct mailer and designed ads, resulting in a 15% increase in customer engagement and a 25% increase in ad click-through rates.

II. Promotions Coordinator

- Executed sales promotions, which increased revenue by \$75,000 in 1Q and 2Q 2005.
- Point person for ad buys with cable and radio stations during sweeps.
- Created promotional/marketing presentations for events, working with the general manager to verify ratings and price points and create an additional value-added promotion to the presentation as needed.
- Produced on-air promotions from concept to finish.
- Coordinated large-scale localized events for the community.

**EDUCATION**

**IBM Introduction to Data Science| Coursera | Professional Certificate | Currently Enrolled**

**Business Administration, Graduate | Business Administration Graduate Certificate**

**East Tennessee State University, 01/2003 – 01/2004** Johnson City, Tennessee

**Mass Communication | Bachelor of Science – Social Statistics**

**East Tennessee State University, 01/1998 – 01/2002** Johnson City, Tennessee

**Licensure/Certificates**

Excel Basic for Data Analysis – IBM  
Coursera  
Issued January 2024  
Credential ID: HQVG4DQJARP2

Data Visualization & Dashboards with Excel and IBM Cognos  
Coursera  
Issued February 2024  
Credential ID: CHFTCSHAWC9K

Introduction to Data Analytics - IBM  
Coursera  
Issued January 2024  
Credential ID: LR766XTC8TQ

What is Data Science? IBM  
Coursera  
Issued February 2024  
Credential ID: RZ93V8XDM97W