

TAWNY ANDREWS

tawnymandrews@gmail.com | [linkedin.com/in/tawny-andrews](https://www.linkedin.com/in/tawny-andrews) | tawnyandrews.com

(209) 839-7154 | San Francisco, California

EDUCATION

University of San Francisco

Bachelor's Degree in Advertising + Computer Science

San Francisco, CA

PROFESSIONAL EXPERIENCE

Target

San Francisco, CA

Human Resources Manager (Team Leader)

01/2022 – Present

- Analyze and determine current business needs across departments; attend weekly business unit status meetings to identify opportunities to improve team member retention, candidate funnel effectiveness, and net promoter scores
- Recruiting new talent ranging from team member roles to manager roles & organizing onboarding/orientation for new hires
- Process payroll weekly for a team of 225+ ensuring everyone gets paid on time and hours are reflected properly
- Ensure documentation of performance conversations/reviews for team members across departments, process terminations and corrective actions

Hasbro

Pawtucket, RI / Remote

Digital IT Project Coordinator Intern | Global Markets

06/2021 – 08/2021

- Interfaced with global business partners to coordinate the timely delivery of digital business requests, identifying risks & market needs during strategic development of digital projects
- Communicated with cross-functional teams involved in development, digital marketing, & product/project management
- Assisted PMs with other requests & projects, carrying out digital content upload & global market localization

Fellow Products

San Francisco, CA / Hybrid

eCommerce Product Marketing Manager Intern

06/2021 – 09/2021

- Built out user stories for email marketing campaigns, helped analyze/optimize conversion, AOV, bounce rates and other key metrics to ensure traffic converted to sales
- Collaborated with developers to roll out new functionality and features that made the purchase path even more frictionless, running testing to make sure new functionality and features were bug-free

CapSource Education

San Francisco, CA / Remote

Product Manager & UX Intern

06/2020 – 05/2021

- Built low to high fidelity wireframes for new features of SaaS product to push to dev team & for high profile pitching demos to clients; developed user flow charts & conduct quality control testing
- Developed & documented user stories on Jira for current + future product features, & built out agile product development roadmap for software/design teams, planning sprints + retrospectives

Wonsulting

San Francisco, CA / Hybrid

Web Development & Growth Intern

09/2019 – 03/2020

- Utilized CMS, HTML, + CSS to rebuild/migrate company website from Weebly to Wix, increasing website clicks by 43% through UX design & strategy
- Developed company brand & content strategy through social media marketing on LinkedIn & Instagram, tracking platforms' engagement rates on Excel, identifying high-performing posts, & increasing LinkedIn follower count from 600 to 1,400 in <5 months + increasing page views by 46% at 2,424

Bytes for Bits

San Francisco, CA

Lead Coding Instructor

02/2019 – 04/2020

- Utilized 40+ past students' performance in developing successful lesson plans for new instructors & teaching assistants including topics such as basic games development + introduction to loops, in this program introducing elementary school students to computer science education

LEADERSHIP & ACTIVITIES

Entrepreneurs Club of USFCA

San Francisco, CA

Co-President

06/2020 – 06/2021

- Oversaw all club operations and managed executive board with the execution of tasks ranging from program management/event planning, marketing/outreach, partnerships, engagement, etc.
- Organized and moderated two panels with 50+ in attendance featuring local female entrepreneurs for national Women Entrepreneurs Week

ADDITIONAL INFORMATION

- Programming Languages:** Java, Python, HTML/CSS, JavaScript, PHP, UML
- Tools + Software:** Visual Studio Code, Eclipse, Figma, Adobe XD & Creative Cloud, Jira, Tableau, Bootstrap, Google Analytics, Klaviyo, Shopify, Workday, Microsoft Office/Google Suite
- Skills:** Front End Web Development, User Flow/Scenario, UX/UI Design, Wireframing, Product Mapping, Data Visualizations, Software Analytics, Content Writing, Marketing Strategy, Git Version Control, Email Marketing, Full-Cycle Recruiting