

Tess A. Bryant

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(352) 215-0936

EDUCATION

Bachelor of Science in Business Administration

May 2012

University of Florida, Gainesville, Florida

Major in Marketing, GPA 3.66/4.0

International Study Experience

February 2011 to August 2011

Wirtschaftsuniversität Wien, Vienna, Austria

- Planned budget trips throughout semester to 15 countries while maintaining 4.0 GPA in International Marketing, Consumer Behavior in International Tourism, and German Language course work

EXPERIENCE

Travel Industry Marketing Professional Intern

June 2012 to Present

The Walt Disney Company, Celebration, Florida

- Partner with AAA National to launch 2013 January Disney Month campaign
- Manage top EarMarked accounts to facilitate sales and provide premium marketing support
- Analyze Authorized Disney Vacation Planner campaign tracking metrics, compile reporting and findings and present findings to stakeholders with recommendations for the campaign's future
- Coordinate Walt Disney World projects including Annual Product email templates and fliers, 2013 Walt Disney Travel Company and AAA Vacations e-brochures, and 2013 Disney's Fairytale Honeymoons brochure
- Edit copy and images for 2013 Walt Disney Travel Company and AAA Vacations e-brochures to align with brand strategy
- Collaborate with Marketing Managers to produce B2B and B2B2C marketing and communication materials such as the 2013 Walt Disney World brochures, Resort Reference Guide, and Disney Travel Agents website

Student Assistant

August 2008 to May 2012

University of Florida Mechanical and Aerospace Engineering Department, Gainesville, FL

Marketing Analyst

August 2011 to December 2011

Convert, Gainesville, Florida

- Researched, analyzed and prospected potential clients and industries where Convert can become a key stakeholder
- Designed marketing materials for newest product launch, RekkoBar (rekko.com)
- Worked closely with managers to develop Social Media presence

Marketing Intern

October 2009 to December 2010

Persona, Gainesville, Florida

- Designed company logo and print advertisements to increase store identity placement in the community
- Managed email campaigns to promote sales and increase customer retention rates

LEADERSHIP

Director of Promotions, UF NaviGators International

August 2011 to May 2012

- Organized, budgeted and promoted over 15 events with fellow Executive Board members to foster cultural, social and educational interaction between American and International students

Executive Vice President, UF American Marketing Association

April 2010-December 2010

- Assisted President in the management of tasks and lead meetings in President's absence
- Managed Executive Board to ensure proper planning of company presentations, marketing projects and events

Promotions Director, UF American Marketing Association

December 2009 to April 2010

- Communicated with business professors and presented informational pitches to increase membership
- Key player in the re-branding of AMA Gators, resulting in membership increase by 80% from Spring 2010 to Fall 2010

Service Director, UF American Marketing Association

August 2009 to December 2009

- Planned service events like March for Babies, raising over \$600 for preventing premature births and birth defects

SKILLS

- Proficient in Microsoft Word, Excel, PowerPoint, Outlook, Adobe Photoshop, InDesign, and Acrobat
- Social Media including Facebook, Twitter, Pinterest, Instagram and WordPress