

Tess A. Bryant

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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

- Presented international market entry strategy, researched international consumer satisfaction in an American destination, and enhanced language skills through cultural immersion and social interaction
- 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

July 2012 to Present

The Walt Disney Company, Celebration, Florida

- Manage projects including Annual Product email templates and fliers, 2013 Walt Disney Travel Company and AAA Vacations eBrochures, and 2013 Disney Fairytale Honeymoon Brochure
- Collaborate with Marketing Managers to produce business to business collateral and communications such as 2013 Annual Product brochure, Resort Reference Guide, and Disney Travel Agents website
- Partner with Domestic Marketing Strategy team to communicate products and special events to the Travel Trade
- Analyze special offer metrics to determine trends and best practices in special offer marketing tactics

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)
- Developed best practices for proving benefits of CRO marketing approach over solely using SEO, SEM, and PPC

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

Executive Vice President, UF American Marketing Association

April 2010 to December 2010

- Assisted President in the management of tasks and lead meetings in President's absence
- Maintained communication between Executive Board and President
- 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, 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 and Adobe Photoshop, InDesign, and Acrobat
- Completed 3 years of Spanish and one semester of German abroad