

Tess Ryan

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EDUCATION

UNIVERSITY OF NOTRE DAME

Bachelor of Business Administration, Marketing
Concentration: Graphic Design
GPA: 3.7/4.0

South Bend, IN
May 2011

DIKEMES

Ancient Greek Civilization Program

Athens, Greece
Spring 2010

WORK EXPERIENCE

BRANDMUSCLE (FORMERLY CENTIV SERVICES)

Account Manager

Chicago, IL
August 2011 – Present

Skills Gained: Customer Service, Internal & External Sales, Project Management

- Manage print solutions, marketing initiatives and cross media marketing for several world class brands including: Red Bull, Fiji Water, and Banfi Wines
- Responsible for the overall well-being of clients from ensuring proper quoting and estimation, to establishing production timelines and a quality execution of print items and marketing campaigns
- Generate demand, drive users and sales orders to proprietary digital platforms, and maintain each client's site with the latest promotional content and templates
- Support a team of graphic designers to create custom templates and artwork while simultaneously directing the revision, archiving and maintenance of client's digital assets
- Promoted from Associate Account Manager to Account Manager in nine months

DESIGN@ND

Editor and Coauthor

South Bend, IN
September 2010 – May 2011

Skills Gained: Creative Management, Project Management, Editing

- Designed, co-authored, and edited a biannual newsletter connecting alumni and current design students

TARGET CORPORATION

Financial Leadership Development Program

Minneapolis, MN

Product Design Development Intern

Summer 2010

Skills Gained: Strategy Development, Brand Management, Effective Communication

- Developed and implemented training components to prepare Target test stores to receive two new reloadable financial products
- Utilized best practices of the company while ensuring a smooth product introduction for Target team members in stores
- Designed launch and test strategies for the future phases of these multi-branded, multi-reward financial products
- Strategies included expanding the first item into all Target stores and analyzing which test markets to place second item

Product Design Development Intern

Summer 2009

Skills Gained: Strategy Development, Timeline Management, Cross Department Collaboration

- Identified replenishment process improvements and created a new distribution process for Visa/Amex branded financial gift cards
- Partnered with Fraud, Target Bank, and Assets Protection to develop secure replenishment solutions that reduced expense
- Lowered company cost by \$15,000 for each large reset and minimized team member confusion by streamlining the receiving process
- Presented recommendations to Senior Vice Presidents; the process was implemented and is still in use today

SKILLS/INTERESTS

Proficiency: Microsoft PowerPoint, Excel, Access, Adobe Illustrator, Photoshop, InDesign

Awards: Zooppa.com: Online crowdsourcing competition, first place print ad, 2010

Volunteering: Take Ten Non-Profit Organization: Student Group Project Volunteer, 2010
Healing Hearts Non-Profit Organization: Designed full corporate identity, 2010