

Courtney A. Tennant

Email: ctennant2414@gmail.com • Website: <http://courtneytennant.com>

Education

Rochester Institute of Technology '14

Saunders College of Business

Master of Business Administration

Concentration: Management Information Systems

Bachelor of Science in Marketing '13

- GPA of 3.71
- Dean's List
- RIT Honor's Program

Key Skills

Communication

Strategic Thinking

Detail Oriented

Self-Motivated

Time Management

Leadership

Project Management

Software

- MS Office
- MS Access
- MS Visio
- Google Adwords
- Google Analytics

Certification

- *Google Analytics*
- *Google AdWords*

Leadership Activities

iGen WNY Leader and Founding Member (M&T Bank Resource Group)

Nichols JV Basketball Head Coach

M&T Management Development Program

AAU Basketball Coach – Buffalo Defenders

PRODUCT MANAGEMENT PROFESSIONAL

“She is creative, professional, meets deadlines early, an excellent presenter...her many skills and the maturity with which she delivers them makes her a vital component of our team.”

~Christine Booth, Director, Project Management Office at RIT. See More at <http://www.linkedin.com/in/courtneytennant>

Innovation Experience

M&T Bank	Inspire collaboration and innovation throughout M&T Bank through a new function to the organization. Focused on recommending new technologies, evaluating startups, vendor evaluations, and leading university collaborations. Functioning as a start-up within a 16,000+ employee organization.
Accelerate Media	Search Engine Optimization and Internet Marketing Specialist working to enhance the online presence of client's businesses with innovative solutions.
RIT Athletics Marketing	Increase student engagement in the Varsity Athletics program overall through social media, traditional marketing and guerilla marketing tactics.

Recent Highlights and Responsibilities and Accomplishments

- Led a team of seven University at Buffalo students to design the digital presence for the downtown public Wi-Fi - Buffalo Connect. (M&T Bank)
- Led a team of five to research and recommend Smart City Technology to M&T Bank, the City of Buffalo, University at Buffalo, and the NFTA to make Buffalo a “Smarter” City. Valuation included start-ups, established technologies, and emerging companies. (M&T Bank)
- Helped to establish the Innovation Center of Excellence and increase employee engagement within the technology division of over 1,000 employees. (M&T Bank)
- Worked with the Corporate Service team to design and implement a new space standard in the Innovation Center to inspire collaboration and brainstorming. (M&T Bank)
- Increased client's conversions by 500% over a one-year period. (Accelerate Media)
- Ran a \$30,000 Google AdWords campaign that saw over 16,000 conversions; as well as, a \$40,000 Google AdWords campaign that saw over 500 high value conversions over a one-year period. (Accelerate Media)

Work Experience

M&T Bank (Buffalo, NY) Innovation Center of Excellence	Business and Planning Analyst Banking Officer July 2014 - Present
Accelerate Media (Rochester, NY)	SEO and Internet Marketing Specialist, July 2012 – June 2014
Rochester Institute of Technology Campus Center	RIT Athletics Marketing Manager, August 2013 – May 2014
Rochester Institute of Technology Semester Conversion and ITS	Social Media Project Manager, June 2012 – May 2013
Rochester Institute of Technology ITS (Co-Op)	Lead Trainer and Social Media Specialist, March 2012 – August 2012

Other Awards/Accomplishments

RIT Most Outstanding Female Senior Award	May 15, 2013
RIT Public Speaking Contest 2 nd Place	January 27, 2011
Capital One Academic All-America Division III - 2 nd Team	February 18, 2014
Liberty League All-Academic Team	February 2012, 2013, 2014
Liberty League All Conference 1 st Team	March 3, 2014
Liberty League All Conference 2 nd Team	February 21, 2013
Liberty League Performer of the Week	Four Time (2011-14)
Empire 8 Rookie of the Year and All Conference 2 nd Team	February 23, 2011
RIT Athlete of the Week	Six Time (2010-14)
Empire 8 Rookie of the Week	Five Time (2010-11)

Available Full-Time • Able to Relocate & Travel Extensively