

Noah D. Blankenship

Sharp-eyed digital marketer with versatile successes

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Education

Master of Business Administration

August 2019 - December 2020

[Rochester Institute of Technology, AACSB Accredited](#)

MBA in Digital Marketing (3.87/4.00 GPA)

Business Management

August 2015 - May 2019

[Rochester Institute of Technology, AACSB Accredited](#)

B.S. in Business Management, Advertising + Public Relations Minor (3.63/4.00 GPA)

Work experience

ASL Consultant

October 2016 - December 2020

[RIT Department of Access Services](#)

- Worked with over forty different ASL interpreters to enhance their ASL comprehension and expression. Developed and hosted various workshops nationally recognized by the CEU, of varying ASL themes.

Product Management Intern

June - August 2019

[Prudential](#)

- Executed first stage of Accessibility Tools Practice, spearheading company-wide impact:
 - Developed the business case, roadmap, testing script, visualized the data results, using Tableau, and implemented Sharepoint internal site for the accessibility technology.
 - Panelist on "Removing Barriers to Accessibility Through Voice" and team recipient of "Accessibility Award" at Amazon VOICE Summit.
 - Hosted and presented at a 50-person event, among executive seniors, at the Technology Enablement Center.
 - Worked on a candidate recruitment management project, using Agile methodology, to improve the overall recruitment experience.

Senior Graduate Resident Advisor

May 2019 - March 2020

[RIT Center for Residence Life](#)

- Supervising an apartment complex with approximately 400 residents and serving as a liaison between area directors and other graduate RAs. Responsible for the RIT Foodshare Program and promoting the CampusGroup app on campus.
- Served in the Residence Life since August 2016 as Resident Advisor (until May 2018) and Senior Resident Advisor (May 2018- May 2019).

Accounting Intern

June - August 2017

[Hollingsworth & Vose](#)

- Worked on two different projects over the ten-week internship program:
 - Sales Datamart 2 (SDM2): Responsible for input of sales information in Oracle AR and creating reports through SSAS. Documented all reports and sales transactions in Excel.
 - Treasury's Statements: Troubleshooted and resolved errors using macros and complex formulas converted finance spreadsheets on Excel. Developed and tested instructions for new methods of data entry.

Significant Projects

- **Marketing Analytics:** Achieved three different projects
 - Researched Reddit with text opinion mining and deriving datasets to examine people's opinions on Bernie Sanders before and after he suspended his presidential campaign.
 - Performed survival analysis to help a local lawnmower company best invest their marketing budget for their retention program.
 - Completed a comprehensive choice model on the consumer's preferences for minivans in the United States for a car dealership.
- **Marketing Concepts & Commercialization:** Structured the marketing plan, consisting of competition analysis, STP analysis, rebranding strategy, and marketing communication, for Meredith Corporation.
- **Campaign Planning & Management:** Outlined a strategic planning campaign to improve Seneca Park Zoo's company image and branding, highlighting the technological partnership between RIT and the Zoo.
- **Principles of Advertising:** Developed an advertising portfolio for Zweigle's to strengthen their customer recruitment and branding, including revamping the logo and starting the "Connect to Home" winter campaign discussion.
- **Saunders Summer Startup Accelerator Program:** One of the 15 teams chosen for the 2018 program. Developed and pitched a start-up mobile app company designed to disrupt the sign language interpreting agency business model. Conducted over 200 customer discovery interviews and was instrumental in the preliminary design process

Accomplishments

- **St. Baldrick's Philanthropy events**, raised over \$5,000 in two consecutive years as the event venue organizer.
- **Studied abroad and lived** in Zagreb, Croatia for four months in the fall 2017 semester.
- **Sigma Nu Knight of the Year**, awarded for the best overall representation of our fraternity's values: love, honor, and truth.
- **Team Player of the Year**, elected as the outstanding player of RIT Residence Life Team Staff.
- **Thomas M. Lofton Scholarship Recipient**, awarded for a strong representation of our fraternity's value of Honor.