

DANI GANLEY

COMMUNICATIONS PROFESSIONAL

CONTACT

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<https://daniganley.com>

PROFILE

Passionate communications professional with a diverse background in tourism, marketing, social media & guest service.

ACHIEVEMENTS

Graduated Cum Laude from Arizona State University
December 2017

PRSA Phoenix Student Scholarship Recipient
May 2017

Times Media Group
Four stories published including a front-page story in the *SanTan Sun News* (Circ. of 35,000)

Charter Member of D23

Disney College Program Alumna
The Disneyland Resort Disney PhotoPass Cast Member
Spring 2015

PROFICIENCIES

- Social media platforms
- Wordpress CMS
- Photography
- Google Analytics certified
- Cision and media tracking
- Adobe Creative Suite
- Web & social media analytics
- AP Style

PROFESSIONAL EXPERIENCE

The Walt Disney Company

Internal Communications Specialist - Disneyland Resort, January 2019 - Present
Develop and execute internal communication strategy for the Disneyland Resort.

Responsibilities include:

- Managing partner relationships
- Creating video and photo content
- Overseeing and strategizing safety and wellness communication initiatives
- Developing communication strategy to reach more than 30,000 employees
- Writing for The Walt Disney Company's longest-running publication

Internal Communications Intern - Disneyland Resort, June 2018 - January 2019
Created communication plans to support initiatives and reach Cast Members at the Disneyland Resort.

Responsibilities included:

- Optimizing distribution plan for biweekly print publication
- Contributing to Disneyland Resort internal communication vehicles

Communications Intern - Disney Internships & Programs

January - June 2018
Worked with Disney Housing Communications team on internal and external communications efforts to communicate to past, present and potential Disney Programs participants and relevant stakeholders.

Responsibilities included:

- Creating content for internal communications vehicles
- Social media content creation
- Supporting operations during large-scale events & arrivals
- Capturing photos & video content

Fingerprint Marketing

Public Relations Intern, January - December 2017

Worked as a member of the public relations and film publicity teams at Fingerprint, an award-winning marketing agency.

Responsibilities included:

- Developing media materials
- Pitching and securing media coverage
- Organizing film publicity efforts with community and media outreach
- Developing & maintaining media relationships
- Interpreting social media analytics
- Assisting in the development of PR plans
- Building social media content calendars

EDUCATION

B.A., Journalism and Mass Communication, December 2017

Arizona State University, Walter Cronkite School of Journalism & Mass Communication
Graduated cum laude. Minored in tourism management. Active member of PRSSA (Public Relations Student Society of America).

Certificate, Sales and Marketing Essentials, December 2017

Arizona State University, W. P. Carey School of Business