

# DANI GANLEY

COMMUNICATIONS PROFESSIONAL

## CONTACT

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<https://daniganley.com>

## PROFILE

Communications professional with a diverse background in tourism, entertainment, marketing and guest service

## ACHIEVEMENTS

**Public Relations Society of America, Orange County Chapter, Young Professionals Board Member**  
Spring 2019-Current

**Completed Disney Leadership Essentials Course**  
Summer 2019

## PROFICIENCIES

- Communication strategy
- Wordpress CMS
- Photography
- Microsoft Office suite
- Cision and media tracking
- Adobe Creative Suite
- Social media
- Media relations

## PROFESSIONAL EXPERIENCE

### The Walt Disney Company

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

Responsibilities include:

- Managing partner relationships
- Creating video and photo content
- Overseeing and strategizing initiatives in safety & wellness, diversity & inclusion and new products
- Developing communication strategies to reach more than 31,000 employees
- Writing for The Walt Disney Company's longest-running publication
- Overseeing photo and video shoots

**Internal Communications Intern - Disneyland Resort**, June 2018 - January 2019

**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 and arrivals
- Capturing photos and video content

### Fingerpaint Marketing

**Public Relations Intern**, January - December 2017

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

Responsibilities included:

- Developing media materials
- Organizing film publicity efforts
- Creating and managing press drops for local stations
- Developing and maintaining media relationships
- Organizing press tour schedules
- Building and managing local blogger community
- Pitching and securing media coverage

Additional professional experience in marketing and public relations, beginning in January 2014 at organizations including The Shine Project, Red Balloon inc., ASU Gammage and Visit Mesa.

## 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**