



## PROFESSIONAL EXPERIENCE

### Internal Communications Specialist - Disneyland Resort, January 2019 - Present

- Develop communication strategies and unique storytelling opportunities to reach more than 31,000 Cast Members from front-line employees to executives, including targeting varied delivery platforms
- Manage strategy for diversity and inclusion initiatives, safety protocols, reputation management and key business drivers
- Use video, photography and unique editorial perspectives to tell Cast stories that resonate
- Build relationships and collaborate with cross-functional partners across The Walt Disney Company
- Manage editorial, build and distribution of Backstage Buzz email that goes to more than 12,000 Cast Members
- Empower leaders with the tools they need to be effective communicators for their teams

### Communications Specialist (Temporary Assignment) - Disney Consumer Products, Games and Publishing, November 2020 - March 2021

- Quickly pivoted to a different division to support both internal and external communications, learning an entirely new global business spanning EMEA, APAC, LATAM and NA
- Developed executive messaging for a wide variety of leaders
- Analyzed employee surveys following town halls and line of business events
- Organized and executed internal events including virtual all-hands and executive coffee chats

### Internal Communications Intern - Disneyland Resort, June - December 2018

- Transformed editorial distribution strategy, increasing take rate of print publication to 99%
- Dove into communication strategy, focusing on experience of hourly Cast
- Implemented strategies for inclusivity and equity of Spanish translation efforts and digital accessibility

### Communications Intern - Disney Internships & Programs, January - June 2018

- Managed support for arrivals and large-scale events for more than 2,000 participants
- Created communication to reach global audience, internally and via social media

### Public Relations Intern - Fingerpaint Marketing, January - December 2017

- Pitched and secured national media coverage in publications such as Huffington Post
- Wrote technical and detailed stories about companies in industries such as lifestyle genomics
- Organizing film publicity efforts with community and media outreach
- Developed an influencer program with more than 30 influencers, maintaining and cultivating solid relationships
- Interpreted and made recommendations based on social media analytics
- Built and developed editorial and social media content calendars for more than six clients

## PROFICIENCIES

- AP Style and copy editing
- Photography and videography
- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premiere Pro, Dreamweaver)
- Google Analytics
- Wordpress CMS
- Crisis Communications Strategy
- Project Management

## 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 and event 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