

**COMMUNICATIONS PROFESSIONAL** | Innovative and driven strategist, designing written and visual communication for diverse audiences through social media, newsletters, blogs and other media. Nimbly balances multiple projects for globally recognized brands in fast-paced settings, offering sound consultation and reputation enhancement to executive leaders through strong written and verbal communication skills. Decisive in quickly and thoughtfully converting emerging issues into win-win resolutions that boost and protect the brand.

Public Relations | Internal Communications | Executive Presentations | Employee Engagement | Project Management  
Strategic Planning | Social Media Strategy | Marketing | Reputation Management | Media Monitoring | Writing  
Storytelling | Photography | Crisis Management | Brand Management | Webpage Creation | Graphic Design | Videography | Radio

**Marketing and Communications Manager | THE ORLANDO REAL / POZEK GROUP**

**2024-PRESENT**

- Delivered creative direction and feedback to writers, designers and editors to prioritize storytelling and best position two brands – a real estate brand with over \$400 million annual sales and a media brand focusing on Orlando lifestyle news.
- Optimized organic marketing content by analyzing trends and developing strategies, leading to a 42K+ increase in followers and viral posts reaching up to 7.7 million on TikTok and 1.8 million on Instagram within the first six months.
- Managed seven team members through project management software, Click-Up, more than doubling content volume and social media reach in less than 12 months.

**Communications Consultant and Producer | SELF-EMPLOYED**

**2023-PRESENT**

- Developed high-quality content tailored to individual client needs, with a turnaround time of only a few days or hours.
- Collaborated on news media engagement strategies to boost awareness of nonprofits.

**Communications Specialist | WALT DISNEY WORLD RESORT**

**2019-2023**

- Strategized written and visual content to deepen business impact while ensuring operational readiness of 75K+ employees.
- Spurred >50% participation of 5K+ employees in health and wellness program by strategizing an engagement plan.
- Showcased brand and employee culture in social media posts and Disney Parks Blog, viewed by global media and community.
- Crafted leadership presentations detailing quarterly business objectives for all salaried employees.
- Preserved positive brand reputation through continual monitoring of online channels for public sentiment, crisis risks and other concerns, quickly formulating potential remedies for consideration by executive leaders.

**Communications Associate | DISNEY VACATION CLUB**

**2016-2019**

- Updated internal stakeholders on operations and new product launches.
- Project-led internal knowledge base migration to DVC Knowsmore in five months, saving ~\$500K.

**Communications Intern | DISNEY PROGRAMS HOUSING**

**2015-2016**

- Conceptualized content for 8K+ employees and operating participants in company housing, spotlighting events through newsletters, email blasts, recruitment marketing blog and social media

**Promotions Coordinator | HUBBARD BROADCASTING**

**2014-2015**

- Represented an award-winning radio station with 350K+ listeners with prize giveaways, celebrity visits and promotional events.

**Broadcasting Intern | CINCINNATI CHILDREN'S HOSPITAL**

**2014-2015**

- Spotlighted and uplifted patient families by producing on-air multimedia programs in the Ryan Seacrest Foundation studio.

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**EDUCATION / TECHNICAL SKILLS**

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**Master of Arts - Communication Management / Public Relations | University of Denver**  
**Bachelor of Arts - Mass Communications, Bachelor of Arts - Theatre | Miami University of Ohio**

Adobe Creative Suite | Microsoft Office | Google Suite

Asana, Canva, Click-Up, Cision, Constant Contact, HTML, Keynote, ManyChat, Sprinklr, Vista Social, WordPress, Workfront