

CAROLINE LEMASTERS BALLESTEROS

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COMMUNICATIONS PROFESSIONAL

Innovative corporate storyteller designing written and visual communication for internal and external audiences through social media, newsletters, blogs and other mediums. Nimble balances multiple projects in fast-paced settings for globally recognized brands, 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 corporate brand.

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

PROFESSIONAL EXPERIENCE

Communications Specialist | WALT DISNEY WORLD RESORT

2019-2023

- Wrote content, designed graphics and produced videos to deepen business impact while cementing the operational readiness of 75K+ employees.
- Spurred >50% participation of 5K+ employees in health and wellness program by strategizing engagement plan.
- Showcased Disney brand and company culture in social media posts and Disney Parks Blog viewed by global media, community members and employees.
- Created 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 in five months, saving ~\$500K.
- Monitored 4K internal/external webpages for accuracy for successful business operations.

Communications Intern | DISNEY PROGRAMS HOUSING

2015-2016

- Conceptualized written and photo content for 8K+ employees and operating participants in company housing, spotlighting events through newsletters, email blasts, recruitment marketing blog and social media such as Instagram and Snapchat.

Promotions Coordinator | HUBBARD BROADCASTING

2014-2015

- Generated goodwill and public awareness of an award-winning radio station with 350K+ listeners through prize giveaways, celebrity visits and staging promotional photos at concerts and 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.
- Performed accountabilities from writing content for the Seacrest blog to coordinating celebrity visits while consistently fulfilling HIPAA and hospital requirements.

EDUCATION / TECHNICAL SKILLS

Master of Arts in Communication Management / Public Relations, University of Denver – 2023

Bachelor of Arts in Mass Communications / Media Production, Miami University of Ohio - 2015

Bachelor of Arts in Theatre Arts / Music Theatre, Miami University of Ohio - 2015

Adobe Creative Suite | Adobe Express, After Effects, Dreamweaver, Illustrator, InDesign, Photoshop, Premiere Pro, Stock
Microsoft Office | Teams, Word, Outlook, Excel, SharePoint, PowerPoint, Forms

Other | Asana, Cision, Google Apps, HTML coding, Keynote, Sprinklr, Slack, Wix, Wordpress, Workfront