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WORK EXPERIENCE

The Walt Disney Company– *Park Events/Ticket Sales Intern* (Disneyland Resort: Anaheim, CA)

January 2012 to present

- ◆ Enhanced Disney park experiences through special events and discounted tickets for guests in off-property hotels
- ◆ Worked effectively with the Anaheim Visitor & Convention Bureau and Orange County area hotel sales and services teams

The Walt Disney Company– *Attractions Hostess* (Disney California Adventure Park: Anaheim, CA)

June 2011 to January 2012

- ◆ Operated attractions systems and demonstrated daily guest service skills in high volume areas
- ◆ Performed excellent teamwork, problem solving, verbal/written communication, and decision making skills
- ◆ Participated in Disney Cast Member activities, the Disney VolunteERS program, and hosted monthly CAST TV segments

Revive Public Relations– *Public Relations Intern* (Santa Barbara, CA)

March 2011 to June 2011

- ◆ Researched healthcare/healthy living clients and updated database information of contacts to conduct qualitative research
- ◆ Drafted media letters for clients and conducted media/community audits with account executives

McFadden & McFadden Entertainment PR– *Press Agent's Assistant* (Santa Barbara, CA)

January 2011 to May 2011

- ◆ Organized and input data for mailing lists and greeted press at special events for clientele
- ◆ Researched genre (entertainment, environment, theater, artists) for publications and placed lists into online calendars

Green2Gold– *Media Intern* (Santa Barbara, CA)

December 2010 to March 2011

- ◆ Assisted with technology licensing for corporations and intellectual properties
- ◆ Lead the project team for Clean Business Investment Summit meetings and helped with publicity for the largest international event of Green2Gold

SB Media Group– *Account Manager & Creative Planner* (Santa Barbara, CA)

October 2010 to June 2011

- ◆ Delegated team member responsibilities and increased sales, revenue, and publicity for a local client (IV Screen Printing)
- ◆ Created a promotional contest targeting UCSB students which resulted in the involvement of 50+ entries and 100+ voters
- ◆ Utilized innovative artistic skills to craft marketing strategies into creative, persuasive advertisements

UCSB Carsey-Wolf Center– *Event Planning Intern* (Santa Barbara, CA)

October 2010 to December 2010

- ◆ Facilitated the organization of center-sponsored events and served as a liaison between faculty and administrative offices
- ◆ Contacted media outlets for event promotion (i.e. Noozhawk, SB Independent) and organized databases

ShortForm TV– *Entertainment Marketing Intern* (Santa Barbara, CA)

October 2010 to March 2011

- ◆ Managed a personal entertainment business by curating popular videos through an online channel
- ◆ Expanded and promoted ShortForm through new social media

UCSB Department of Film & Media Studies– *Department Intern* (Santa Barbara, CA)

September 2010 to June 2011

- ◆ Assisted in redesign of quarterly alumni literary magazine *Trailers* and wrote feature articles on UCSB film & media studies alumni
- ◆ Organized alumni databases, worked at campus film screenings, and participated in UCSB's first talent industry convention

UCSB Department of Communication– *Research Assistant* (Santa Barbara, CA)

September 2010 to June 2011

- ◆ Interviewed families (parents and children) regarding their experiences with the Jesusita, Tea, Gap, or Zaca wildfires
- ◆ Coded responses of families and organized information on communal coping methods for natural disasters
- ◆ Designed effective online and print advertisements to recruit 100% of desired families for wildfire study

ACTIVITIES

The Walt Disney Company– *Disney VoluntEAR* (Anaheim, CA)

June 2011 to present

- ◆ Volunteered at various Disney-sponsored events such as the Cast Canoe Races, Disneyland Half-Marathon, and Little Monsters
- ◆ Helped with local charities/organizations such as OC Food Bank and Canine Companions

C.A.B. Foundation– *Voting Member* (Santa Barbara, CA)

May 2011 to June 2011

- ◆ Assisted with the process of allocating funds to twelve different organizations in CAB Foundation's first grant cycle
- ◆ Determined which organizations to issue grants to for their ongoing service-based efforts that fostered greater awareness regarding social, educational, economic, and environmental issues
- ◆ Discussed projects of applicants that engaged UCSB undergraduate students as volunteers/leaders and had meaningful and lasting impact on the greater Santa Barbara community

Walt Disney Parks and Resorts 2011 Disney Marketing Competition– *Creative Planner* (Santa Barbara, CA)

January 2011 to May 2011

- ◆ Developed a non-traditional marketing campaign to increase attendance and excitement for Grad Nite at Disneyland Resort
- ◆ Worked on a creative brief using a marketing strategy with InDesign and a Prezi visual presentation

UCSB Associated Students (A.S.) Media Relations Committee– *External Vice Chair* (Santa Barbara, CA)

October 2010 to June 2011

- ◆ Publicized events and projects for A.S. and media sources (i.e. KCSB-FM, The Daily Nexus, Santa Barbara News Press)
- ◆ Improved promotion strategies for on and off-campus events by implementing advertisements for student participation

The Santa Barbara Independent– *Editorial Intern* (Santa Barbara, CA)

October 2010 to January 2011

- ◆ Wrote arts & entertainment articles for online and print publication
- ◆ Assisted the Listings Editor with administrative work, newspaper production, and inputting events before publication deadlines

Communication Association at UCSB– *Publicity Director* (Santa Barbara, CA)

September 2010 to June 2011

- ◆ Arranged professional workshops, speaker panels, and events for internships and job opportunities in communication
- ◆ Organized and managed all electronic mediums (i.e. LinkedIn, Facebook, e-mail list serves, PowerPoint slides)

UCSB Associated Students (A.S.) Community Affairs Board (C.A.B.)– *Public Relations Coordinator* (Santa Barbara, CA)

September 2010 to June 2011

- ◆ Coordinated publicity for community activities, events, and projects with local/national non-profit organizations
- ◆ Recruited volunteers and organized monthly tabling to promote weekly service opportunities
- ◆ Served as the head coordinator of the annual end-of-the-year banquet using catering, campus, and community resources

Spartan Scroll– *Managing Editor & Assistant Features Editor* (Montebello, CA)

September 2006 to June 2008

- ◆ Demonstrated leadership skills by delegating work to meet publication deadlines and wrote columns reflecting on life experiences
- ◆ Designed page layouts for centerpiece spreads centered on relevant issues on campus and/or nationwide

EDUCATION & HONORS

Fall 2011 Disney College Program

Disney University

Coursework for Harvard Business School Certificates

B.A., University of California, Santa Barbara

Major: Communication

Class of 2011

Coursework for Technology Entrepreneurship Certificate

- ◆ Lambda Pi Eta Communication Honors Society (2010-2011)
- ◆ Dean's Honors List (Spring 2011; Spring & Summer 2009)
- ◆ National Honor Society Inductee (2008)
- ◆ Superior Rating: Literary Magazine Layout in Journalism Education Association (JEA) National Write-Off Competition: Spring 2008
- ◆ Eighth Place Best in Show Newspaper: National Scholastic Press Association (NSPA) (*Spartan Scroll*, Schurr High School)

PROFESSIONAL SKILLS

- ◆ Proficient in Adobe InDesign, Photoshop, Illustrator
- ◆ Proficient in Microsoft Office (Word, PowerPoint, Excel)
- ◆ Excellent research, presentation, and public speaking skills
- ◆ Ability to manage multiple projects simultaneously
- ◆ Adept journalistic experience (writing, copy-editing, etc.)
- ◆ Proficient in Mac OSX and Windows operating systems
- ◆ High expertise in drafting press releases and press lists
- ◆ Eight years of experience in journalism/communication