

## QUALIFICATIONS SUMMARY

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Multifaceted and performance-driven professional with digital marketing-related experience and creative mindset that will deliver innovative solutions which will drive company advancement, primarily through brand growth.

### Content Creation

- ◆ Well-versed in conceptualizing, capturing, and publishing high-impact media for multiple platforms that build and expand audiences.

### Cross-functional Leadership

- ◆ Possesses a track record of partnering with various entities, coordinating efforts and ensuring all are working towards common targets.

### Project Oversight

- ◆ Adept at understanding business objectives and spearheading actions and strategies that result in goals being attained or surpassed.

### Process Improvement

- ◆ Dedicated to integrating progressive processes and operations, creating new company value as output and quality reaches new milestones.

## PROFESSIONAL EXPERIENCE

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### Galaxy's Edge Explorers, Los Angeles, CA

2018 – Present

#### Social Media Content Creator (Freelance)/Co-Founder

Created and currently manages multiple social media outlets that focus on presenting information, stories, and other content centered on Disney Parks' Star Wars: Galaxy's Edge. Plans and captures highly engaging content including pictures, videos, and blogs that connect with a wide range of audiences from Star Wars fans to Disney enthusiasts. Edits and publishes content, as well as monitors all channels, interacting with followers and tracking analytics that shape future content creation.

- Social media accounts such as Instagram have 8K+ followers with posts earning 100-1K+ likes and videos garnering thousands of views and hundreds of likes.
- Featured in the Walt Disney Imagineering panel at Star Wars Celebration 2022 Convention for contributions in creating fan-based events in Disneyland.
- One fan-based event was adopted by Disney Parks and resulted in the creation of merchandise and food offerings. This event, Star Wars "Life Day" holiday, continues to grow as it has become an annual occurrence in the part.

### Enjoy Technology, Inc., Los Angeles, CA

2018 – 2022

#### Partner Systems Support Agent (Remote)

Delivered assistance to team members in the field pivotal in enhancing the customer journey which translated to higher satisfaction and retention rates. Utilized various resources to create a coherent understanding of company products, critical in promoting and selling services. Assisted field experts via digital communications such as instant messaging questions and customer tickets, and as a result provided expedited solutions then ensured preference was maintained and improved. Evaluated existing support ticket processes and integrated changes

such as categorizing issues and placing an emphasis on one-touch resolutions. Additionally, gathered customer data such as trends and information which helped shape new strategies and internal infrastructures.

- Created PDF Job Aids and an Internal interactive training website to assist the Field Experts in learning systems and keeping current with updates.
- Provided framework for Zendesk database training articles used throughout the organization and improved the maintenance of assets.

**Enjoy Technology, Inc., Los Angeles, CA**  
**Experience Expert**

**2016 – 2018**

Created a personalized technology training experience for customers having educated clients on purchased products and aided with set-up and issues. Contributed to the development of new Experience Experts having led trainings as well as created training materials that elevated the proficiencies and impact of new personnel. Facilitated product-specific certifications which gave the company credibility. Worked with the fulfillment team helping to modernize internal systems that optimized workflow and resulted in greater output and improved quality of service.

- Generated awareness growth by creating written articles and video blogs for the company's social networking accounts, which connected with target consumers.
- Supported the marketing team through the creation of digital assets featured within promotions and campaigns.

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### **ADDITIONAL EXPERIENCE**

Lead Creative, Apple Store, 2006 – 2012  
Events Coordinator, Apple Store, 2004 – 2006

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### **LICENSES & CERTIFICATIONS**

**Apple Certified Pro – Keynote, 2015**  
**Apple Certified Pro – Numbers, 2015**  
**Apple Certified Pro – Pages, 2015**  
**Apple Certified Pro – Aperture 3.5, 2013**  
**Apple Certified Pro – Final Cut Pro X, Level One, 2013**  
**Apple Certified Support Professional, 2012**  
**Apple Certified Technician – iPad/iPhone/iPod Level One, 2012**  
**Apple Certified Pro – Final Cut Pro 7, 2010**  
**Apple Certified Associate – iWork Level One, 2008**

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### **VOLUNTEER EXPERIENCE**

New Beginnings for Animals, 2012 – 2016  
LiningUp.net's Star Wars Charity Event, Starlight Children's Foundation, 2015