

# MARYANNA ANTOLDI

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maryannaantoldi.com

## PROFESSIONAL EXPERIENCE

### Senior Communications Specialist

*The Walt Disney Company, Orlando, FL (September 2022 - Present)*

- Develops and executes Business-to-Business communications strategies supporting 3k+ external licensees as part of Disney's Consumer Products, Games and Publishing (CPGP)
- Creates internal and external materials for CPGP's presence at top licensing conferences, promoting our overall business strides while protecting our brand reputation as top licensor in the world
- Collaborates with partners to organize executive participation in global conventions, further highlighting CPGP's reputational successes in innovation, creativity and storytelling
- Maintains the upkeep of the DisneyLicensing.com platform, developing a comprehensive editorial calendar for licensee news, as well as managing updates on a weekly basis
- Volunteers as Communications Chair of the company disability awareness resource group, proactively sourcing and writing employee storytelling for internal and external channels, as well as coordinating and executing a variety of small and large-scale employee events

### Communications Specialist

*Walt Disney World, Orlando, FL (August 2021 - September 2022)*

- Led and executed written and visual communications strategies and tactics for reputational priorities such as employee recognition and talent acquisition
- Analyzed the media landscape and online trends to find strategic and creative ways to engage broad, external audiences with the Walt Disney World employee experience
- Wrote and produced compelling stories and social posts about the employee experience, promoting Walt Disney World as a great place to work (160k+ reach)
- Supported company-wide initiatives such as union negotiations and other HR-related priorities, developing clear, digestible & creative messaging in tight timeframes
- Maintained relationships with partners across The Walt Disney Company to ensure messaging is accurate and drives business results

### Communications Associate

*AARP, Contract Work, Remote (October 2020 - August 2021)*

- Provided strategic, written and visual communications support to the nine states comprising AARP's Large Region (AZ, GA, IN, MI, MO, NC, NJ, TN, WA)
- Developed social media strategies for state-wide promotion of virtual events and AARP initiatives, analyzing metrics to increase overall engagement and shares by 80%
- Strategized and produced written and visual executive engagement messages regarding pressing AARP initiatives such as COVID-19 safety and legislative sessions
- Created visually engaging animations, videos and social graphics enticing social media viewers to engage with AARP content, earning over 17,000 engagements
- Collaborated daily with Large Region communications and outreach partners to ensure materials support AARP's ongoing campaigns and brand reputation

### Walt Disney World Resort, Orlando, FL

*Communications Associate (November 2019 - October 2020)*

- Supported employees at Disney's Animal Kingdom Theme Park through creating short-form written, video and graphic communication pieces
- Developed operational communication strategies and supporting tactics, tailoring content for 10-plus internal and external communication vehicles
- Analyzed metrics and online trends to produce creative written and visual content for external use on Walt Disney World social media platforms, promoting Disney's Animal Kingdom Theme Park as an engaging place to visit and work (90,000+ reach)

## EDUCATION

### Fordham College at Lincoln Center

*February 2019, New York, NY*

Bachelor of Arts, Journalism & English

- 3.92 GPA, *summa cum laude*

## SKILLS

### Proficient in ...

#### Adobe Creative Suite

- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe After Effects
- Adobe Lightroom
- Adobe InDesign
- AP Style
- CMS publishing/WordPress
- Google Analytics
- Microsoft Office Suite
- Producing short and longform written and visual storytelling
- Professional photography and videography using DSLR cameras
- Sprinklr

#### Social media management

- Facebook
- Instagram
- Twitter
- TikTok
- LinkedIn
- Snapchat

## LANGUAGES

Basic spoken Spanish and proficiency in reading Spanish