

# Alexandra Sullivan

## EXPERIENCE ✨

### WALT DISNEY WORLD EPCOT Administrative Coordinator

June 2025 - Present

- Supporting EPCOT Cast Members, leaders and executives as the information hub for the park.
- Send daily operational update emails and schedules.
- Assist the Park Planning and Integration team with Cast engagement events, media events and more.

### Executive Communications Intern

January - June 2025

- Executed communications strategies and shaped brand for senior Walt Disney World leaders, including the site president and the senior vice president of Public Affairs and Communications, with high-impact messaging and presentations.
- Developed and maintained close working relationships with partners and senior executives.
- Handled confidential announcements and events through editing and packaging the Walt Disney World brief memo to inform site and global leaders.
- Introduced recognition initiatives to weekly meetings to positively impact team culture.
- Created content, developed social media strategy, planned events, wrote copy and designed graphics for executives.

### Public Affairs and Communications Intern

June 2024 - January 2025

- Developed internal and external communications strategies for Disney Springs, Sports and Water Parks to protect and enhance brand reputation, reaching millions of audiences and stakeholders
- Led monthly production of the Tell-a-Cast, a front-line Cast resource, from the design to delivery process with over 2,000 print collateral pieces.
- Communicated openings, closings, events, updates and crisis situations through operational email updates, social media, CastTV and Cast Life Web.

### STRIKE MAGAZINE - EDITOR IN CHIEF

August 2022 - May 2024

- Led the Orlando chapter of Strike Magazine, the nation's largest student-run lifestyle, fashion and culture magazine, managing 120+ staff members.
- Managed print production timeline and ensured strict printing deadlines were met by managing calendars and scheduling.



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### THE CHARGE - ASST. MANAGING EDITOR

January - May 2024

- Oversaw and organized the editorial calendar and schedule of The Charge newspaper, tracking articles, visuals and edits of hundreds of reporters.

### KNIGHT STRATEGIC COMMUNICATIONS - ACCOUNT COORDINATOR

January - May 2023

- Pitched clients to local, regional and national media outlets utilizing Muckrack.
- Proofread all agency communication.
- Engaged in research projects to ensure client success.

### CENTRIC MAGAZINE - DIGITAL EDITOR

August - December 2023

- Kept a detailed budget of magazine articles and enforced deadlines.
- Led SEO strategy to improve organic site visitation.

### ORLANDO SENTINEL - REPORTER

August - December 2022

- Beat reporter in partnership with the Orlando Sentinel and UCF covering news, government, police, fire and natural disasters.
- Built trust with sources through telephone, Teams or in-person conversations.
- Broke a news story about a local marching band that led to the story in a "Today" show broadcast segment.

## EDUCATION ✨

### University of Central Florida

Print / Digital Journalism (BA)

- Minor in Hospitality Management

## SKILLS ✨

- Leading teams of direct-reports, peers and leaders
- Compiled research and metrics for recaps
- Organization and calendar management
- Succinct and clear writer
- Creative problem-solver
- Photo and video capture and editing
- Developing effective strategic communications plans
- Proficient in Teams, Canva, WordPress, Smartsheet, PowerPoint, Google Drive, Microsoft Office, Adobe InDesign, Photoshop, Illustrator and Premiere Pro
- Professional content creation experience on Instagram, X, LinkedIn, TikTok and Facebook