



ABBEY'S STYLE GUIDE

ABOUT ME

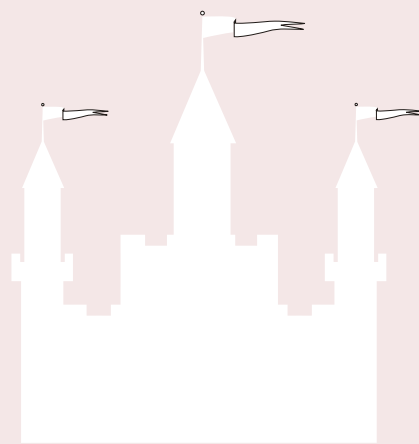
(SHORT FORM)

Since a young age, Disney has been a huge part of my life. My mom was a Cast Member at the Disney Store and influenced my love for the Company that I have today -- so much love, that I now work for Disney too!



About Me (Long Form)

Abbey Lesznar is a Disney Cruise Line Cast Member. She has loved the Walt Disney Company since a young age as her own mom was a Cast Member. Her love for the company only grew after winning a sweepstakes from the Disney Channel in 2013. Since then (and two Disney internships later), Abbey holds a degree in Communication from Coastal Carolina University, and plans to graduate from University of Florida with a Master's in Public Relations this December.



ELEVATOR PITCH

My name is Abigail Lesznar. I am currently a Disney Cruise Line Cast Member with a passion for media and Public Relations. I am obtaining my master's degree from University of Florida. Ever since I was a child, I have been surrounded by Disney which grew my passion and love for the company, which is why I want to be here and a part of it today.

Mission

I educate others on Walt Disney World and Disney Cruises. I get them excited for their vacation by keeping them up to date with current news in the theme parks, documenting new shows and rides, and answering questions.

Goals

My goal is to reach over 1,000 followers by the end of the year. I want to be able to share my love for Disney and inspire others to find the magic I have.

Values

I plan to execute the above mission to achieve my goals by using humor, happiness, and love.

MISSION, GOALS & VALUES



My Target Audience



DISNEY CAST
MEMBERS

GUESTS OF
DISNEY
CRUISE LINE

DISNEY
WORLD
FANS

FLORIDA
RESIDENTS


My target audiences are
Disney fans who are in
the 18-29 age range.

They are Florida
residents who enjoy the
Theme Parks and Disney
Cruises.

SOCIAL MEDIA

I will be promoting
my personal brand
through Instagram,
[@MagicallyAbbey.](#)





MY STRENGTHS



Developer

Strategic

Repsonsibility

Discipline

Restorative



MY TONE

Friendly

Informative

Kind

Upbeat

Helpful

FONTS

HEADERS

For headers, I will be using Josefin Sans (Bold). This font is used throughout my portfolio. I feel as if this is a fun font, but not distracting.

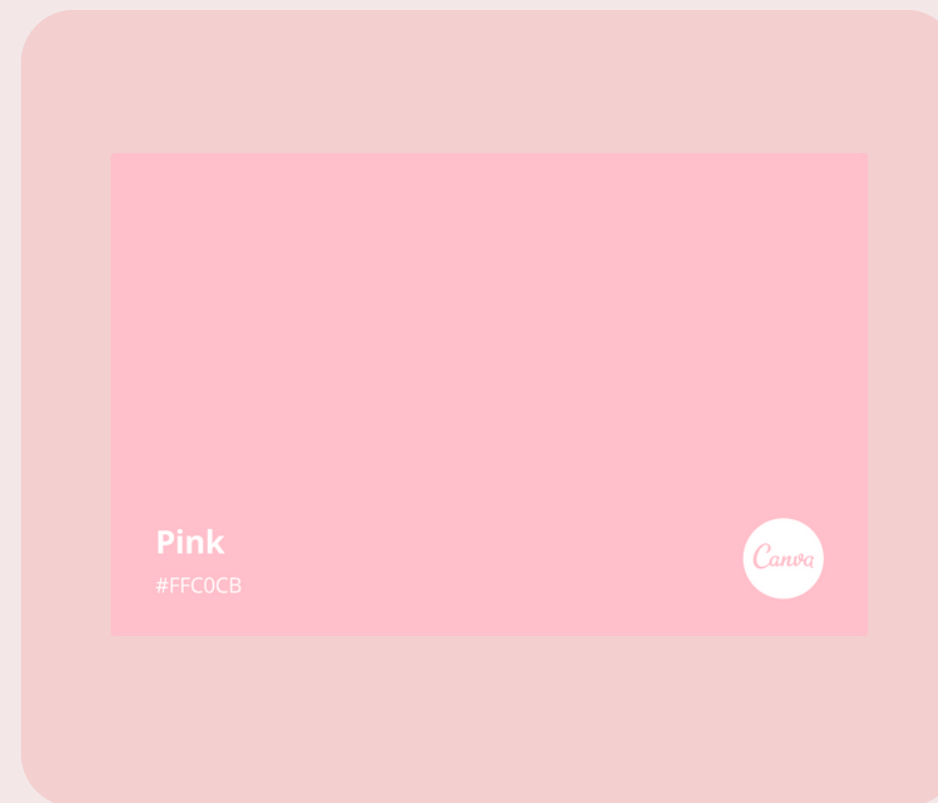
BODY

For body, I wanted to keep the font consistent and use Josefin Sans (Light).

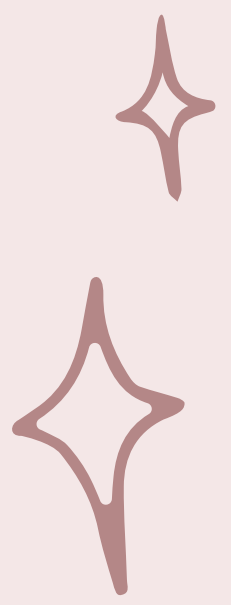


COLORS

LIGHT PINK



LIGHT BLUE



PERSONALITY TRAITS

Sense of Humor

Drive

Kindness

Creative

Fun

Happy

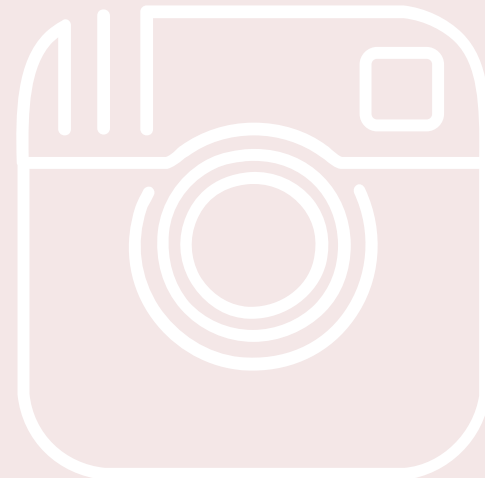
ADJECTIVES

CONTACT ME



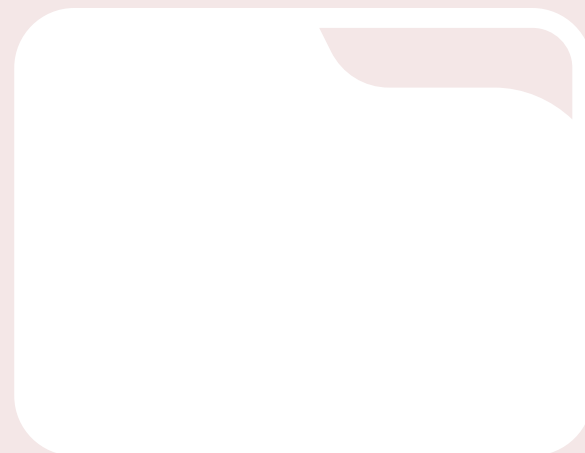
LINKEDIN

<https://www.linkedin.com/in/abigail-l-6b80b4121/>



INSTAGRAM

<https://www.instagram.com/magicallyabbey/>



PORTFOLIO

abigaillesznar.com

