

Reena Lynn Bassil

COMMUNICATIONS PROFESSIONAL

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Morristown, NJ

PROFESSIONAL SUMMARY

Communications Manager with extensive experience in content management and strategic communications, leveraging strong project management skills to deliver compelling messaging across diverse platforms. Demonstrated success in leading cross-functional teams and managing high-impact communication projects at financial services, tech and entertainment organizations, including JPMorganChase, Google and The Walt Disney Company, enhancing engagement across divisions. Committed to fostering dynamic storytelling to connect with global audiences.

EDUCATION

Drew University (2012-2016)
Bachelor's degree in Economics & Writing (Humanities), GPA: 3.8

WORK EXPERIENCE

JPMorganChase (2024-Current)

Lead Technical Program Manager III, Comms & Engagement

- Spearhead communication strategies and creative campaigns for Tech division, including internal and external comms plans, driving measurable improvements in project execution.
- Create and distribute a dynamic newsletter to 8,000+ employees in Infrastructure Platforms' (IP) Tech division, highlighting achievements, business updates, and upcoming projects.
- Manage and produce engaging content for the intranet, IP's primary internal channel
- Craft executive communications and collaborate with senior leaders to develop leadership messaging, design meeting series, social media posts, and strategic initiatives.
- Develop and implement employee engagement events and Town Halls

SKILLS

- Creative Writing
- Content Editing
- Copywriting
- Internal & External Communications
- Project Management
- Blog Management
- Social Media Content & Management
- AI Prompt Engineering

The Walt Disney Company (2019-2023)

Senior Communications Specialist - Disney Consumer Products

- Managed and created newsletter distributed to 10,000+ global employees weekly
- Crafted internal and external communications for global audiences and featured interviews, articles and videos on popular platforms such as the Disney Parks Blog, Marvel.com and d23.com, each visited by millions of fans weekly
- Partnered with cross-functional teams to develop and execute strategic comms plans
- Managed Disney's Hub or Intranet and created, approved and edited featured content
- Wrote emails for executives distributed to 5,000+ global employees

Account Manager - Disney Advertising & Sales

- Created and led the distribution of a monthly newsletter sent to 6,000+ employees across the national Ad Sales team
- Managed 26 multi-million-dollar advertising deals on 21st Century Fox Networks

PROGRAMS

- Wordpress
- Hubspot
- Google Workspace
- SharePoint
- Microsoft Office

Google (2017-2019)

Crisis Response Manager

- Managed 11 employees on Google's Global Crisis Response tech team in Austin, Texas & New York City in sourcing, editing and launching mobile emergency alerts
- Produced a monthly internal newsletter connecting 100+ employees with business updates and creative pieces

Content Editor & Copywriter

- Created and top-edited highly trending, high-impact news content for multiple products across Google Search
- Developed data-driven strategies for content posted utilizing artificial intelligence (AI) on Chromecast, Android Mobile, Google Search, and Google Home