

REENA LYNN BASSIL

CONTACT

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SKILLS

Internal & External Communications
Communications Strategy
Email Marketing
Search Engine Optimization
Content Editing
Copywriting
Blog Management
Event Management
Project Management
News Reporting
Social Media Management
Press and Media Releases

EDUCATION

Drew University B.A., Economics

Professional Writing and
Creative Writing Minors
August 2012 – December 2015

PROGRAMS

Mailchimp
Wordpress
Hubspot
Hootsuite
Google Workspace
Adobe Photoshop
Microsoft Office
SharePoint

WORK EXPERIENCE

The Walt Disney Company

Disney Consumer Products, Games and Publishing
Communications Specialist, Celebration, FL 11/2021 to 07/2023

- Led content management and creation of weekly Consumer Products, Games and Publishing newsletter distributed to 10,000+ global employees weekly
- Crafted external communication materials for global audiences including 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
- Wrote emails for executives and distributed to 5,000+ global employees
- Partnered with cross-functional teams to develop and execute strategic monthly communications plans around the customer journey
- Managed Disney's Hub or Intranet and created, approved and edited content

Disney Media and Entertainment Distribution

Account Manager, New York, NY 07/2019 to 11/2021

- Managed and maintained 26 accounts for multi-million-dollar advertising deals on 21st Century Fox networks
- Booked and scheduled commercials within budgets while handling inventory management, traffic and client requests
- Created and led the distribution of a monthly newsletter sent to 6,000 employees across the national Ad Sales team

Google

Global Crisis Response

Crisis Response Manager, New York, NY 06/2018 to 07/2019

- Managed 11 employees on Google's Global Crisis Response team in Austin, Texas and New York City in sourcing, editing and launching mobile emergency alerts within tight deadlines
- Created and analyzed metrics on project outreach while monitoring engagement/click-through-rate of content
- Produced a monthly internal newsletter connecting 100+ employees with business updates and creative pieces

HotEvents News Team

Content Editor and Copywriter, New York, NY 03/2017 to 07/2019

- Curated, created and top-edited highly trending, high-impact news content for multiple products across Google Search
- Developed SEO and data-driven strategies for content visible on Chromecast, Android Mobile, Google Search and Google Home

Deposit a Gift

Social Media Marketing Manager, New York, NY 07/2015 to 04/2016

- Managed the blog for the former crowdfunding website utilizing WordPress
- Assigned blog topics to team of 10 writers and handled social media scheduling using Hootsuite and Hubspot
- Led an SEO campaign which increased organic website traffic by 15%

The Walt Disney Company

Walt Disney World Resort

Disney College Program, Orlando, FL 02/2016 to 07/2016

- Accepted out of a large pool of applicants to work in guest-facing Quick Service role at Disney's Hollywood Studios
- Participated in high-demand classes such as Disney Marketing & Sales, and Disney Hospitality & Guest Service