

# Grace E. Owens

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**PROFESSIONAL SUMMARY:** Passionate about creating magical experiences through technical expertise in live entertainment, I have developed a unique blend of visual storytelling, guest engagement, and technical proficiency through roles at Walt Disney Company, PBS, and UNC Charlotte. With a proven track record of thriving in fast-paced environments, I excel in multimedia production, client relations, and operational support. My academic background in communication studies, reinforced by professional experience, prepares me to contribute effectively to Disney's mission of inspiring magic.

## SKILLS

- Oral/Written Communication
- Guest Engagement
- Adaptability and Physical Stamina
- Visual Storytelling
- Technical Staging and Operations
- Safety/Protocol Adherence

## EDUCATION

### **University of North Carolina Wilmington**

Wilmington, NC

GPA: 4.0

Masters, Integrated Marketing and Communications

Expected Aug 2025

GPA 4.0

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### **University of North Carolina at Charlotte**

Charlotte, NC

Bachelor of Arts, Communication Studies: Mass Media, *magna cum laude*

Aug 2020 – Dec 2023

GPA: 3.9

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### **University of North Carolina at Charlotte**

Charlotte, NC

Minor: Music Performance

Scholarships: Barnhardt Charlotte Band Scholarship (2020-2023)

Honors: Alpha Lambda Delta National Honor Society (2020-2023)

Aug 2020 – May 2021

GPA 4.0

## PROFESSIONAL EXPERIENCE

### **Walt Disney Company**, Lake Buena Vista, FL

*Photopass Photographer – Disney College Program*

Jan 2023 - present

- Capture engaging Guest photos throughout Disney World to preserve memorable moments.
- Deliver outstanding Guest service, including photo-taking assistance and product information.
- Manage and edit photos using Disney's proprietary equipment and software for quality assurance.
- Support character meet-and-greets and events, enhancing the magical Disney atmosphere.
- Contribute to live entertainment venue technical setup and operational efficiency, ensuring seamless guest experiences aligning with Disney's motto of making magic.

### **The George Washington Center**, Washington, DC

*Production Assistant Intern – PBS "To the Contrary"*

Jun 2023 – Aug 2023

- Managed, developed, and edited all social media platform and blog content as approved.
- Assisted show producers and executives with live tapings, SEO, and online marketing.
- Wrote and edited TTC broadcast stories, extras, and press releases, increasing TTC viewership by 75%.
- Logged and tracked b-roll, transcribed interviews, and composed and edited videos for broadcast.
- Facilitated equipment staging for live tapings, demonstrating a proactive approach and adaptability in a dynamic theatrical production environment.

**University of North Carolina at Charlotte**, Charlotte, NC  
*Caption Media Specialist Intern – Office of Disability Services*

Jan 2023 – Dec 2023

- Accurately transcribed recorded media and news content at 99.5% and 135wpm.
- Conducted research and created style sheets to ensure transcript consistency and accuracy.
- Thrived in a fast-paced, deadline-driven environment, effectively managing deadlines.
- Performed safety checks on media equipment before and after use, ensuring a secure working environment, mirroring the safety protocols essential to Disney’s live-show operations.

**University of North Carolina at Charlotte** - Charlotte, NC  
*Field Crew – Student Staff - Pride of Niner Nation Band*

Aug 23 – Dec 23

- Managed personnel and band equipment, event setup, maintenance, and packing for all collegiate home and away UNCC events.
- Inventory management and maintenance of all equipment and instruments.
- Supported the logistical aspects of live performances, including props and staging preparations, aligning with the operational needs of Disney’s live entertainment and special events.
- Engaged in rigorous activity, ensuring timely arrangement of technical equipment under tight performance deadlines.
- Performed extensive lifting and transporting of heavy technical gear and props, adhering to safety standards. Conducted thorough pre-show safety inspections of all equipment and staging areas to guarantee a secure environment for performers and guests.
- Collaborated closely with technical teams to facilitate smooth transitions between live performances, enhancing show quality and guest experience.

### **RELEVANT ACADEMIC EXPERIENCE**

COM 533 – ***Organizational Culture, Identity & Brand***: Studied the impact of organizational culture and identity on branding, equipping me with the skills to contribute to Disney’s brand cohesion and market positioning.

COM 534 – ***Communication Ethics and Integrated Marketing Communication***: Emphasized ethical considerations in marketing communications, ensuring integrity and corporate social responsibility in Disney’s marketing efforts.

COM 535 – ***Integrated Marketing Communication – Diversity & Inclusion***: Focused on diversity and inclusion in marketing, aligning with Disney’s commitment to inclusive storytelling and audience engagement.

COM 536 – ***Digital Storytelling and Integrated Marketing Communication***: Developed skills in digital storytelling, essential for crafting compelling content that resonates with Disney’s diverse global audience.

### **MEMBERSHIPS AND AFFILIATIONS**

- Sigma Kappa Sorority and Alumni Assn
- Alpha Lambda Delta Honor Society
- TEA Student Member
- Association for Education in Journalism and Mass Communication Student Member

**Certifications:** MS Office Specialist 2018

**Operating Systems/Software:** Windows XP-11, Adobe Creative Cloud

**Platform Proficiency:** Amara, Canva, Keynote, ClipChamp, Audacity