

TYLER McNULTY

COMMUNICATIONS & PUBLIC RELATIONS PROFESSIONAL

CONTACT

E: tyler.mcnulty@disney.com
W: tylermcnulty.com
Password: Contact for password.

EDUCATION

The University of Pittsburgh
Johnstown Campus

Bachelor of Arts in Journalism
Minor in Geography

SKILLS

Core: AP style; campaign development & monitoring; confidentiality; corporate blogging; creative & strategic thinking; digital media; editing; graphic design; layout design; marketing; multi-tasking; photography; project management; research; social listening & analytics; social media strategy and management; videography; writing

Software: Boolean Search Method; Cision; Critical Mention; Microsoft Office Suite (Outlook, Word, PowerPoint); Adobe Creative Cloud (Dreamweaver, Illustrator, InDesign, Photoshop, Premier Pro); Mac Operating System (Pages, Keynote); MuckRack; Sprinklr; Wordpress; Zoom

Social Media: Facebook; Instagram; LinkedIn; TikTok; X

CERTIFICATIONS

Content Marketing
Media Relations
Google Analytics

WORK EXPERIENCE

PUBLIC RELATIONS MANAGER

Disney Experiences

July 2023 - February 2024

- Strategized, planned and executed public relations campaigns and events with fan site media, supporting initiatives for various priorities across Disney Experiences.
- Fostered and maintained relationships with more than 40 fan sites, serving as the day-to-day contact, in addition to proactively pitching stories, briefing media on upcoming announcements and managing inbound requests.
- Served as a trusted thought partner on fan site engagement for CCDI, DX and various PR/PA site teams and business units across The Walt Disney Company.
- Worked closely with editorial and site teams across Disney Experiences with the creation of press materials, in addition to pitching 80+ stories that drove business results and pushed key messaging.
- Provided publicist support across high-priority media events, including Destination D23 (Sept. 2023), in addition to providing domestic support for global events including World of Frozen (HKDL) and Zootopia (SHDR), and reported out on fan media sentiment with key partners and executives.
- Worked closely with site and events teams to carve out fan media tracks for press events and launches, including a "first-to-know" event for the reveal of the Haunted Mansion Parlor (Oct. 2023), an exclusive panel discussion with the directors of Disney Jollywood Nights (Nov. 2023) and a walkthrough of World Celebration at EPCOT with Disney Imagineers (Dec. 2023).
- Acted as an account manager for Corporate Alliances, overseeing editorial calendar requests, content creation strategies and reviewing press materials relating to corporate alliance initiatives.

COMMUNICATIONS SPECIALIST

Walt Disney World Resort

August 2021 - July 2023

- Managed, executed and enhanced internal and external communication plans and strategies to support the reputation and business initiatives of Walt Disney World Resort (WDW) and serving as a thought partner across various lines of business.
- Assisted with high-priority press events, including the WDW 50th anniversary launch (Sept. 2021) and All the Disney Thrills (March 2023), by staffing storytelling locations and providing publicist support.
- Developed a comprehensive internal and external "always on" communication strategy to support Disney's diversity, equity and inclusion efforts. Content created between Jan. and July 2022 received 1.9M+ views across internal and external channels.
- Organized, pitched and hosted media at employee-exclusive events like Sunrise Yoga at Cinderella Castle (June 2022), Goofy's Mystery Tour (Jan. 2023) and Canoe Races Of the World (May 2023), in addition to inviting media to a local high school tour of the Japan pavilion landscaping (May 2023). Coverage positively reflected Disney's commitment to its Cast Member experience and Disney Future Storytellers campaign, as well as diversity, equity and inclusion efforts.
- Created compelling written and visual stories about the Disney Cast Life experience that support Disney's diversity, wellness, safety and Disney Aspire initiatives for the Disney Parks Blog, internal channels and social media accounts and create presentations to report on success and learnings.

CONTENT CREATOR

Market My Market

November 2020 - August 2021

- Conducted research and analyzed data from multiple sources, such as Google Analytics and SEMrush, to inform strategy and pitch unique, industry-related content ideas for 50+ legal and non-legal clients.
- Managed the monthly content load for more than 20 clients by translating complex legal jargon into compelling and actionable written content that is easy for audiences to understand.
- Oversaw the social media strategy for various clients by scheduling and creating graphics and writing social media captions ensuring content is aligned with brand standards and current marketing strategy.