

Angie Silva

angiesilva12@outlook.com
209-247-6108

Experience

Disney Experinces, Digital Integration Intern

Walt Disney Parks and Resorts U.S., Inc · Glendale, CA

06/2025

- Contributed copy for TikTok, Instagram, Facebook, and YouTube, ensuring all messaging remained **consistent and aligned with @DisneyParks (9M+ followers)** signature voice.
- Served as the **community voice of @DisneyParks**, responding to hundreds of comments to foster audience connection while maintaining brand integrity and tone.
- Identified and sourced standout **user-generated content (UGC)** from creators and Guests, securing repost permissions that supported end-of-year engagement growth at zero production cost.
- Reviewed **influencer lists** and tracked content performance to ensure timely engagement and support from official brand accounts.
- **Exported and interpreted performance reports** using **Sprinklr** and **Microsoft Excel**, organizing data and visuals to support internal and partner reporting.
- **Analyzed content performance through KPIs** to identify trends, measure social value, and provide actionable insights that informed future creative strategy.
- Collaborated and communicated through **Microsoft Teams**, **Smartsheet**, and **Microsoft Loop** to manage project feedback, content delivery, and cross-team coordination.
- **Managed campaign workflows in Monday.com**, logging new projects, tracking asset progress, and ensuring timely delivery across creative and production teams.
- Vetted **influencer and creator profiles** prior to engagement to maintain brand safety and alignment with Disney's values.
- **Delivered** fully packaged **assets for YouTube** publication, including thumbnails, final video files, metadata, and formatted descriptions to ensure on-time releases.
- Wrote **SEO-optimized long-form YouTube descriptions** that improved discoverability, keyword ranking, and audience retention.

Social Media Manager

The Dibbs App · chico, CA

02/2024 - 12/2024

- Led **brand copywriting and messaging** across social platforms, press materials, and marketing campaigns, establishing a clear and consistent voice for the startup.
- Wrote and distributed a **press release** that secured **local news coverage** and drove **34 app downloads within 12 hours** of publication, building strong media relationships that enhanced brand credibility.
- Crafted **SEO-optimized copy** and keyword-driven captions across Instagram and promotional materials, improving discoverability and digital visibility.
- Built the brand identity from the ground up, developing **visual assets, logo guidance, and brand guidelines** that defined the company's tone and design direction.
- Designed all **Instagram templates and graphics**, integrating copy that matched campaign goals and visual storytelling.
- Produced **B2B sales materials** and client-facing collateral used by the VP of Sales to support partnership outreach and growth initiatives.
- Developed a comprehensive **media kit** and messaging framework in preparation for a full brand refresh.
- Created cohesive campaign copy for **"Business Spotlight"** and **"Slice of Chico,"** which collectively reached **2.2K impressions** and generated **37 signups**.
- Strategically grew the brand's Instagram presence from **0 to 115+ followers**, establishing a foundation for long-term audience engagement.

Live Mascot Program Intern

Fresno state · Fresno, CA

08/2024 - 12/2024

- Wrote engaging **copy, captions, and hashtags** that reflected Victor E. Bulldog's personality and strengthened community connection across Instagram and TikTok.
- Contributed to **20+ social media posts**, including branded graphics, photo descriptions, and on-image text, while **adhering to Fresno State Mascot Program guidelines** to ensure tone and brand consistency.
- Supported the **Fresno State Alumni Association** by promoting collaborative initiatives and extending mascot visibility across campus and community audiences.
- Launched Instagram campaigns reaching **22K+ impressions** and **831 likes**, outperforming benchmarks by **60 percent**.
- Created cross-platform digital content for TikTok and Instagram, averaging **2.3K+ views** and **200+ likes** per post to boost engagement and product interaction.
- Collaborated with stakeholders to co-create brand assets such as **custom stickers** and student-focused digital content.
- **Managed Victor E.'s calendar**, coordinating appearances, events, and travel logistics to ensure smooth scheduling and mascot readiness.
- Assisted during **production days and commercial shoots**, supporting setup, timing, and on-site needs, including Victor E.'s **Cal Transit commercial** and branded photoshoots.
- Collaborated with external partners, securing a **Benebone product partnership** and co-producing branded content with **Fresno State Athletics**.
- Utilized **Microsoft Office (Excel, Word, PowerPoint)** for content planning, performance tracking, and presentation development.
- Used **Sprout Social** to manage team communication, assign tasks, and report on social media performance metrics.
- Handled **direct messaging and community engagement**, replying to comments and DMs to nurture relationships with students, alumni, and fans.
- Photographed Victor E. at events and appearances, capturing content for key posts and storytelling moments.

NSAC AAF

Student Advertising Competition

01/2025 - 04/2025

- Conducted and moderated four focus groups to gather insights on target audience perceptions of the client, competitors, and industry values
- Synthesized qualitative data into actionable findings that informed campaign positioning, messaging, and brand differentiation strategies
- Contributed to audience segmentation frameworks that shaped the campaign's creative direction and media planning
- Developed AI-generated mockups of experiential activations, including a Twitch Lounge concept aimed at Gen Z consumers
- Served as a campaign presenter during the district competition in Reno, Nevada, communicating strategy, research, and creative work to a panel of industry professionals

Student Social Media consultant

Hinds Hospice · Fresno, ca

01/2024 - 05/2024

- **Audited Facebook, Instagram, and Twitter** accounts to identify performance gaps and improve platform strategy.
- Developed a strategic content plan **incorporating SEO and keyword optimization** techniques, which enhanced visibility and improved engagement rates.
- Presented a targeted content plan focused on boosting engagement and optimizing each platform's strengths.
- Partnered with the internal social team to roll out the plan, leading to stronger reach and interactions.
- **Edited five internal videos** to refine brand storytelling and increase message clarity.

Social Media Inclusion Coordinator

Cross Culture Leadership Center · Chico, ca

09/2022 - 12/2023

- Led **copywriting and content development** for all social platforms, crafting messaging that celebrated diversity, inclusion, and student storytelling.
- Boosted Instagram presence from **1,327 to 2,014 followers** by curating consistent, community-centered posts with authentic, inclusive voice.
- Wrote **copy for 100+ posts**, event campaigns, and digital graphics, maintaining a tone sensitive to the center's values and audience needs.
- Produced **20+ custom graphics and six branded stickers** using Canva and Procreate.

- Partnered with event leads to translate programming details into **eye-catching copy and social campaigns**, increasing event visibility and turnout.
- Drove engagement through standout campaigns, including:
 - **LGBTQIA+ Dinner & a Story**: 4.7K+ impressions, 129 likes, 15+ attendees
 - **Diverse Library Campaign**: Raised \$270 and secured 5+ donated books
 - **Event Sign-Up Push**: 28 RSVPs, 900+ impressions, 24 shares
- Applied **SEO-informed writing** and keyword-rich captions to increase post discoverability and audience reach.
- Coordinated event promotion and live coverage, blending on-site storytelling with digital engagement strategies.
- Utilized **Trello, Microsoft Teams, and Microsoft Office** to manage content calendars, streamline collaboration, and prepare engagement reports.
- Wrote **donor outreach letters** that successfully gained support from **25 authors**, expanding the center's Diverse Library initiative and community presence.

Duende

Short film

08/2022 - 01/2023

- Wrote and developed the original script for a silent short film, emphasizing visual storytelling and emotional impact without dialogue
- Designed and animated all scenes as Lead Animator using Dragonframe, focusing on fluidity, timing, and character movement
- Conceptualized and illustrated original characters; led creative direction and visual identity of the film
- Conducted extensive research on mythological folklore to build the antagonist's narrative and enrich story depth
- Created and curated the film's sound design, blending custom-recorded effects with sourced audio to match mood and pacing
- Performed light editing and post-production using Adobe Premiere to assemble final visuals and audio

Education

Public Relations and Advertising

California State University, Fresno • Fresno, CA

05/2025

Graduation Date May 2025

Dean's List Spring 2024

Modesto Junior College • Modesto, Ca

05/2022

- Graduated with honors
- maintained a 3.5 GPA throughout her time in college and graduated with a 4.0 GPA.
- Became a year round student, in hopes of completing her degree at an earlier time.

Art Studio

modesto junior college • Modesto, California

05/2022

- Received an associates degree in Art Studio in May 2022

Humanities

Modesto Junior College • modesto, CA

05/2022

- Received a Humanities Associates in May 2022

Skills

Sales, Customer care, Powerpoint, Adobe Photoshop, Computer literacy, Microsoft office, Adobe Illustrator, Adobe Premiere, Microsoft excel, Writing skills, Social media management, Microsoft word, Bilingual, Content Creation, SEO Tools, SEO keyword optimization, Trello, Hootsuite, Influence Monitoring, Media Relations, Content Strategy, Excel

Diversity efforts

- Attended and facilitated a small group of students during *the 2023, Cross-Cultural Leadership Diversity Summit*
 - *spearheaded a continuous diverse book fundraiser which has raised over 40 books for the Billie Jackson, Library for the Culture, with the support of the Delta Xi Phi Sorority.*
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Languages

English, Spanish