



## Kelly Vasquez

MEDIA COMMUNICATIONS  
STUDENT

📍 Bay Area, CA

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### PROFILE

Enrolled in UC Berkeley's digital media studies program, I bring seven years of customer engagement and storytelling expertise from my time as a Disney Cast Member. As a Sales Social Media Professional Intern, I strengthened the Disney Travel Professionals' online presence and enriched the Disney Cast Life experience through curated events and programs. Currently, I serve as a Media Communications Specialist as part of UC Berkeley's Student Affairs Team. In my free time, I love contributing to content creation for brands like Hot Topic and Her Universe. My passions include pop culture, fashion, and the art of storytelling.

### AWARDS

- Osher Scholarship Recipient
- 1st Place Winner for Walt Disney World Commercial Strategy Professional Intern Case Competition

### SKILLS

- Web Content Management (WordPress)
- Multimedia Production
- Copywriting and Editing
- Project Coordination
- Brand Consistency
- Social Media Strategy (Sprinklr)
- Communication Planning
- Customer Relations
- Training and Leadership
- Event Planning and Execution
- Team Collaboration Tools (Box, Slack, Microsoft Tasks)

### REFERENCES

Taylor Atkins  
949-547-2208

## WORK EXPERIENCE

### MEDIA COMMUNICATIONS SPECIALIST

*UC Berkeley Student Affairs*

Aug 2023 - present

- Assist with development and updating of content for Work-Study/Financial Aid website, ensuring adherence to UC Berkeley brand/style guide via WordPress.
- Support in creation of resources like videos, guides, and media content for Learning-Aligned Employment Program (LAEP) and Work-Study Program (WSP) to enhance program experience for student workers and employers.
- Assist in writing, creating and editing content for marketing materials, encompassing Financial Aid website content, Work-Study/LAEP mini video series, and email campaigns for program/event launches.
- Undertake other assigned tasks/projects, including digitization projects, job fair support, and administrative functions aligned with departmental needs.

### SALES COMMUNICATIONS INTERN

*Disney Experiences*

June 2022 - June 2023

- Assisted in managing the Disney sales company brand portfolio, ensuring consistency and alignment across all channels.
- Published articles via Wordpress, communicated updates and events to internal and external audiences.
- Utilized email campaigns to effectively reach target audiences and promote Disney products and services.
- Created visually appealing graphics, captured photo and video footage, and edited content for Disney socially media platforms and networks.
- Developed communication strategies outlining partners, considerations, goals, and key messages to enhance brand positioning.
- Leveraged Sprinklr to schedule social media content and actively monitor and engage with audiences through likes, messages, and replies.
- Planned and executed Cast-focused programs and events, fostering a positive and inclusive work environment.
- Managed and curated content for Cast-exclusive social channels, ensuring relevant and engaging materials.
- Crafted compelling Cast-focused stories for the internal cast website, highlighting achievements, experiences, and company culture
- Use team collaboration tools (Box, Smartsheet, Slack, Microsoft Tasks) to drive effective record-keeping, communication, and efficiency

### GUEST RELATIONS HOSTESS/COORDINATOR/TRAINER

*Disneyland Resort, CA*

Oct 2016 - June 2022

- Assisted guests with concerns or compliments they had regarding the Disneyland Resort, ensuring their satisfaction and resolving any issues.
- Possessed extensive knowledge of the Disneyland Resort and shared information with guests, enhancing their experience and promoting company offerings.
- Partnered with different lines of business on a daily basis to coordinate and provide seamless guest experiences.
- Efficiently trained new cast members in Guest Relations, equipping them with the necessary knowledge and skills for success.
- Served as a leader, providing support and guidance to fellow cast members as a coordinator in all Guest Relations locations.

## EDUCATION HISTORY

### Bachelor of Arts: Media Studies

University of California, Berkeley

In Progress

3.77 GPA

President's Honor List

CalTV Club - Marketing