VICTORIA LAVAN-RODRIGUEZ

CONTACT

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LinkedIn

WORK EXPERIENCE

COORDINATOR/TRAINER - ATTRACTIONS
Walt Disney World Resort | May 2021 - present

- Promoted to trainer from cast member in six months, promoted to coordinator in eight months
- Recognized with six "Five Keys Card" by management for exceptional Guest service skills
- Modeled, taught, and reinforced the Walt Disney Company standard Guest service skills, "Five Keys", with cast members joining the complex

SENIOR PUBLIC RELATIONS & ADVERTISING INTERN
Limbitless Solutions Inc. | Jan 2020 - June 2020

- Managed a team of five to deliver skilled writing pieces and engaging social media content
- Developed written content, including blog posts, press releases, pitches, that assisted in establishing partnerships with Adobe, Autodesk, and Goldman Sachs
- Increased social media engagement on Facebook by 40% and Instagram by 55%
- Partnered with the branding and graphic design teams for consistency in brand and impactful storytelling in external relations and publications
- Collaborated with the outreach, projects, and logistics teams to coordinate on-campus, local community, and external media engagement opportunities and events

BEAUTY ADVISOR
Sephora Inc. | Oct 2016 - Jan 2020

- Developed digital media content for Disney Springs locations Instagram account, which led to a 7% increase in followers over an eight-month period
- Generated $40,000 a month in fragrance sales through personalized guest service

EDUCATION

MASTERS OF ARTS COMMUNICATIONS
Southern New Hampshire University
Anticipated completion June 2023
Disney Aspire

BACHELOR OF ARTS ADVERTISING-PUBLIC RELATIONS
University of Central Florida
Graduated December 2020
GPA: 3.5

EXPERTISE

Associated Press Style Writing

Social Media

Event Planning

Graphics Design

Administrative Duties

SOFTWARE KNOWLEDGE

Adobe Creative Suite

Canva

SharePoint

Google Workspace

Workday

Microsoft Office

thank you!