**Lilly Ann Brooks**

407-810-3145 | lilly.ann.brooks@disney.com | [lillyannbrooks.com](https://www.lillyannbrooks.com/) | [www.linkedin.com/in/lilly-ann-brooks-86a250189](http://www.linkedin.com/in/lilly-ann-brooks-86a250189)

**SUMMARY**

As a determined Walt Disney Company Cast Member and Public Relations Intern in Disney Signature Experiences, my objective is to advance to a role where my talents and passion in social media strategy and content creation, creative writing and storytelling can benefit my future team in generating extraordinary results.

**EXPERIENCE**

The Walt Disney Company | Jan. 2024 – Present

Public Relations Intern – Disney Signature Experiences

* Distributed the official opening announcement for The Cabins at Disney’s Fort Wilderness Resort and served as a central point of contact throughout opening day festivities
* Supported announcements for respective DSE businesses including maintaining media lists, distributing press releases, tracking media coverage and documenting resulting metrics
* Proposed strategy techniques and created social media content for Disney Vacation Club to keep up with trends, boost engagement and build organic reputation resulting in over 68K views
* Led holiday blog project for Disney Vacation Club to increase viewer engagement and promote offerings at the resorts across both coasts
* Drafted blog content to promote Island Tower at Disney’s Polynesian Villas & Bungalows and other Disney Vacation Club initiatives
* Drafted and edited press releases for National Geographic Expeditions including the 2025 Signature Land Announcement and co-brand announcement with Lindblad Expeditions
* Directly communicated with media professionals including coordinating collaborations, responding to inquiries and ensuring strong relationships are maintained
* Tracked overall media coverage to present to executive leadership in an organized and interactive digital report

City of Orlando | May 2022 - Aug. 2022

Digital Media Intern

* Raised engagement and viewer statistics across each social media platform
* Wrote employee spotlights highlighting personal stories and how they are making a difference across the city
* Generated social media content, blog posts, and press releases
* Edited and uploaded website content

Orange County Government | June 2021 - Jan. 2022

Communications Intern

* Assisted the Mayor's Communications Division in creating press and news releases and speeches.
* Provided crisis management during the pandemic to address harsh criticism and feedback from citizens
* Directly communicated with the media to inform them of pandemic press conferences, updates and changes to the active restrictions and public health management efforts Orange County was implementing
* Edited communications plans to use terminology and the most beneficial platforms and mediums to reach audiences in Generation-Z

**EDUCATION**

The University of Alabama | Master of Arts August 2022 – May 2024

Advertising and Public Relations

* Accelerated Master’s Program
* Concentration in Digital Communications

The University of Alabama | Bachelor of Arts August 2019 – May 2023

Public Relations

* Minor: Creative Writing
* Public Relations Student Society of America
* Alpha Delta Pi Social Sorority
	+ Philanthropy Committee - Assisted with planning, communicating and executing events
* Alpha Psi Omega National Theatre Honor Society
	+ Diversity, Equity and Inclusion Committee Chair - Highlighted DEI initiatives and events on social media and newsletter articles

**SKILLS**

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| * Canva
* Adobe Creative Suite
* AP Style
* Final Cut Pro
* iMovie
 | * Public Speaking & Presentations
* Crisis Management
* Social Media Content Creation
* Social Media Strategy
* Community Engagement
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