




Victoria Zicari

PUBLIC RELATIONS & COMMUNICATIONS

CONTACT

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EDUCATION

The University of Georgia
Bachelor of Arts in
Public Relations & Theatre
GPA: 3.8/4.0

SKILLS

Core: Creative & strategic thinking; writing; scriptwriting; copy-editing; media relations; crisis communications; social listening; social analytics; graphic design; research; photography; video editing; pitch writing; media training; strategy development

Software: Microsoft Office Suite, Adobe Creative Cloud, Keynote, WordPress, Crimson

CERTIFICATIONS

Google Analytics
CITI Social and Behavioral Research

EXPERIENCE

The Walt Disney Company

Communications Specialist

June 2019 – Present

- Manage and develop external and internal communication strategies to support the reputation and business objectives of Walt Disney World Resort while serving as a strategic thought-partner across various lines of business.
- Owned the development of an integrated communication strategy for the launch of MagicBand+, which incorporated Cast, Guests and media as key audiences. Organized a Cast preview for MagicBand+ that led to positive internal and external product reception. Promotion driven by communications led to \$5.8 million in day-one sales and exceeded week one sales goals by 224 percent.
- Pitched and hosted media to cover a story on Disney PhotoPass' wide breadth of offerings while positioning the service's use of technology as an enhancement to the Guest experience, effectively promoting core reputation drivers for Disney Parks, Experiences and Products. Two stories were placed in [Forbes](#) and [Insider](#), which have a combined potential total readership of more than 258 million.
- Trained and prepared key messages for spokespeople representing The Walt Disney Company at various media engagements, including global press events promoting new attractions and experiences at Walt Disney World Resort. Staffed and served as a publicist for spokespeople during interviews to ensure the coverage stayed on message.
- Supported the launch of Disney Genie, the digital itinerary service that revolutionized how the theme parks operate. Relied on strategic thinking and business acumen to develop communications that positioned the service favorably to external audiences while remaining mindful of sensitivities, such as pricing and complexity. Overall, communications contributed to gross revenue increase of approximately \$16 million within the first month of the service's launch.
- Contributed to the management of the Walt Disney World pricing narrative, which continuously employed strong strategic thinking, intricate positioning and a business-driving lens. Frequently drafted proactive and reactive media statements related to major pricing and business updates.
- Directed co-workers in project-related work for major company initiatives, such as the "Hey Disney!" and MagicBand+ rollouts, to execute strategies to meet desired outcomes. Acted as a leader among peers by hosting various training sessions, mentored those newer in their role and helped co-workers navigate difficult situations.

Public Affairs Communications Intern

January 2019 – June 2019

- Developed internal and external communications for the public affairs press office team at Walt Disney World Resort; key client groups included Corporate Citizenship, Disney VoluntEARS, Disney Ambassador Program and the Merchandise Line of Business.
- Managed the "Women Behind the Magic" community strategy in support of the first-ever International Women's Day at Disney celebration, including sourcing and developing content for internal & social channels and directing an external inspirational video series that increased community awareness of Walt Disney World Resort's diversity & inclusion efforts.
- Designed an introductory video for external audiences promoting new reusable shopping bags as part of Disney's environmental initiatives, which contributed to meeting initial sales goals for product.
- Assisted in organizing a media event for a new solar panel facility, supporting a company-wide environmental initiative, which garnered statewide and national coverage highlighting Disney's environmental commitment; served as an on-site communications liaison during event.
- Performed social media listening, research and analytics reporting to make strategic recommendations to public affairs executive leadership for upcoming communication initiatives; assisted in creating proactive messaging for executives, local nonprofits and media outlets.

Social Media and Communications Intern

June 2018 – January 2019

- Authored recruitment marketing materials, (i.e. social ads, website copy) for international businesses, including Disney Cruise Line, Disney International Programs & Disney English.
- Assisted launching the @DisneyCruiseJobs Instagram, which garnered 14K followers in the first two months. Created and maintained nine monthly social editorial calendars across major platforms; Facebook posts regularly achieved a minimum of 6 percent engagement and a higher-than-average reach; built social media playbook to unify messaging and enhance future business needs.
- Edited and produced photos, videos and gifs for social content using Adobe Creative Suite.