

LEAD PRODUCT MANAGER • MARKETING ACTIVATION

10+ years building customer data, lifecycle marketing, & digital activation platforms at scale.

 Orlando, FL

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 samanthazellers.com

experience

Lead Product Manager, Marketing Activation

2025 to Present

Disney Experiences • Orlando, FL

- Own strategy & roadmap for Marketing Activation platforms across Parks, Resorts, & Cruise Lines, consolidating fragmented guest data into a unified CDP profile with identity resolution, data quality, & next-gen activation built-in for journey orchestration & direct channels like SMS
- Set platform vision & align cross-functional partners in Engineering, Marketing, & Analytics, guiding initiatives from concept through delivery

Product Manager, Consumer Segments + Engagement

2020 to 2025

Disney Experiences • Orlando, FL

- Led app engagement strategy to 80% YoY growth across mobile video, messaging, & event guides, partnering with Tech, UX, & Content Strategy
- Drove app amplification roadmap (platform integrations, new features, plus tactics like QR codes & deep linking), delivering 75% YoY audience growth

Digital Messaging Producer, Digital Guest Experience

2018 to 2020

Disney Experiences • Orlando, FL

- Owned mobile campaigns for franchise launches (*Star Wars: Galaxy's Edge*, Disney+) & a \$5M+ portfolio of digital reservation systems (Mobile Order, Digital Key), coordinating across Product, Tech, & Analytics

Digital Campaign Specialist

2018

Cox Media Group • Orlando, FL

- Managed \$11M+ in media budgets for Travel & Hospitality clients; cut time-to-market 50% by implementing ServiceNow workflows

Marketing Representative, CRM

2017 to 2018

Universal Destinations & Experiences • Orlando, FL

- Drove direct mail & email for seasonal events & Annual Passholder retention/acquisition; built multivariate testing strategy for marketing channels

Digital Marketing Specialist

2015 to 2017

PENN Entertainment, Inc. • Wyomissing, PA

- Coordinated campaign strategy & creative across 25+ regional properties; supported the *HollywoodCasino.com* free-to-play mobile launch

tools & platforms

Product & Marketing | Attentive • Braze • Miro • Figma • Asana • Jira

Data & Analytics | Adobe Experience Platform • Snowflake • Tableau • Google Analytics

AI / Emerging Tech | Claude • ChatGPT • Gemini • Cursor • MCPs & agentic workflows

certifications

- Google UX Design Specialization
 - Google Digital Marketing & Ecommerce Specialization
- Design Thinking Boot Camp
 - Scrum Master Certification

education

Bachelor of Science, Entertainment Business

2013

Full Sail University, Winter Park, FL