

Samantha Grace Zellers

Product Manager | Digital Marketing & Technology | Content & Design

PROFESSIONAL EXPERIENCE

Product Manager, Disney Experiences; Orlando, FL — 2020–Present

- Accountable for Disney Parks app guest experience optimization & at-home engagement strategy, increasing engagement 89% YoY within *Disney Parks Stories* & *The Passholder Buzz*
- Owner of long-term amplification vision & roadmap prioritization to achieve 75%+ YoY mobile product growth, including feature development & QR digital strategy improvements
- Support of Parks new attractions & celebrations such as *Avengers Campus*, *Star Wars: Galaxy's Edge*, *Disney100* as well as the launch of *Genie+* service & key TWDC initiatives such as *Disney+*

Digital Messaging Producer, Disney Experiences; Orlando, FL — 2019

- Product owner of \$5M portfolio of Parks digital reservation systems for F&B & Resorts, including support for app feature enhancements such as *Mobile Order* & *Digital Key*
- Developed strategy & best practices for mobile automation, messaging & content design for operational digital strategies for Guests pre-arrival & managing on-property urgent requests

Digital Campaign Specialist, Cox Media Group; Orlando, FL — 2018

- Managed over \$11M media budgets for email & search marketing, livestream displays, & other paid advertising campaigns for Travel & Hospitality clients within the greater Orlando market
- Supported the implementation of *ServiceNow* ticket process to decrease time-to-market by 50%

CRM Marketing Representative, Universal Destinations & Experiences — 2017

- Supported seasonal promotion of Universal Orlando Marquee events such as *Halloween Horror Nights* & *Mardi Gras* via coordination of direct mail & email marketing campaigns
- Facilitated UO Annual Passholder email strategy focused on retention & acquisition goals

Digital Marketing Specialist, Penn Entertainment; Wyomissing, PA — 2016

- Coordinated loyalty program cross-property marketing tactics, including distribution of *Signature Events* promotional materials to 25+ on-location marketing leadership teams
- Implemented product growth strategy for *HollywoodCasino.com* free-to-play application through cross-channel campaigns & on-site digital tactics

Multimedia Design Professional, RBAR; Wyomissing, PA — 2014–2015

- Led digital marketing & strategic enhancements for local REALTOR® association chapter to improve digital presence to introduce new digital advertising revenue streams
- Improved production process of *Buyers Real Estate Weekly* magazine to track, measure & increase readership by 30% on desktop & mobile devices

EDUCATION

Entertainment Business, 2013

Full Sail University, Winter Park, FL

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