

# GREG JACKSON

## SOCIAL MEDIA AND COMMUNICATION PROFESSIONAL

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### EXPERIENCE

#### The Walt Disney Company

Project Manager | Disney's Animal Kingdom

April 2012 – Present

Influence and shape Disney's Animal Kingdom AVATAR expansion by creating operational strategy to support future experiences. Develop and design presentations and creative intent packages for **Walt Disney Imagineering** and **Executive** audiences. Demonstrate ability to work in a team environment by developing progress reports and operational recommendations.

#### Disney Backlot

Introduce and implement **social media** site, Disney Backlot, usage at Disney's Animal Kingdom. **Oversee strategy** and **create content** to connect DAK Leaders through social media. Proactively analyze DAK Strategic Priorities and apply new technology to enhance operation. Leverage relationships and technology to create a reliable and efficient product. Motivate and influence Executive team to adopt new technology. Review **Backlot analytics** with key partners to persuade **content strategy**.

#### DAK Animal Guides

Propose, design and implement DAK Animal Guides, a new Guest facing communication tool to promote Disney's Animal Kingdom Strategic Priorities and Guest engagement with animals. Explore creative solutions to enhance operation resulting in a **7% increase in DAK Overall Experience** ratings and a **13% increase in Intent to Return** ratings. Partner with Operations, Guest Communication and Measurement to develop a clear plan of action.

#### The Walt Disney Company

Internal Communications Associate | Disney's Animal Kingdom

Jan 2011 – April 2012

Promoted from Professional Intern within two months of internship extension. Provided executive support for Disney's Animal Kingdom by creating and maintaining digital assets including **strategic messages, videos** and presentations. Demonstrated creative writing and design skills by authoring video scripts, print copy and digital graphics for internal and external use.

#### Experience Stories Project

Developed video and online distribution for Four Keys Basics Experience Stories training tool. Interfaced with Project Manager, Writer, Executive Champions and Land Champions to develop and guide strategic approach to project content, flow and delivery methods. Completed project resulting in **five consecutive months of tied or record breaking** Staff Experience scores.

#### Orlando LIVE Orlando, FL

Social Media Intern

Oct 2010 – Jan 2011

Produced and maintained business websites, showcasing promotions and increasing sales by 300%. Implemented social media presence with **Facebook, Twitter and Blogger, attracting 2000 followers in first month**. Created distinct **brand strategies** for each business unit, eliminating customer confusion and strengthening each operation.

#### Larson Company Champaign, IL

Social Media Manager, Marketing Coordinator

April 2008 – Aug 2009

Produced and maintained business websites, showcasing promotions and increasing sales by 300%. Implemented social media presence with **Facebook, Twitter and Blogger, attracting 2000 followers in first month**. Created distinct **brand strategies** for each business unit, eliminating customer confusion and strengthening each operation.

### SKILLS

Microsoft Word, Excel, Outlook, PowerPoint, **Final Cut Pro, Adobe Photoshop**, Premiere, After Effects, **Google Analytics, YouTube Insights, Facebook Insights**, Facebook, Twitter, Pinterest

### EDUCATION

#### Full Sail University

Master of Science in Entertainment Business, 2011.

Course Director Awards for 'Brand Development' and 'Product Management'

Coursework in **Social Media and Customer Engagement**, Measurements and **Analytics**, Mobile Trends and Technologies

#### University of Illinois at Urbana-Champaign

Bachelor of Arts in Communication, 2008.

Lambda Pi Eta National Communication Honor Society