

Kenzie Madewell

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Summary

Motivated and detail-oriented communications major with 6 years of experience at the Walt Disney Company, holding various roles in leadership, training, and event planning. Resilient leadership skills that have allowed me to create sustainable and driven operations while fostering strong interpersonal relationships with the cast.

Education

California State University Fullerton Fullerton, CA Expected May 2026

Disney Aspire Program - Bachelor of Arts Communications, Public Relations

Saddleback Community College, Mission Viejo, CA. May 2024

Bachelor of Arts for Transfer, Communications

Professional Experience

Newport Beach Film Festival, Newport Beach, California

NBFF Irish Spotlight Outreach Team Lead

August 2024 - Present

- Working on a 16-week project, putting on an event that involved promoting 4 Irish films, focused on reaching a total of 300 ticket sales for the event.
- Directing a team of 16 people on the best ways to reach out to over 24 supporters, partners, and sponsors for the event via email, phone call, and direct messaging.
- Producing contracts for supporters, partners, and sponsors, and ensuring that both parties maintain the agreement reached in the contracts.

Disneyland Resort, Anaheim, California

Disney Media Rep

December 2023 – Present

- Operating a variety of roles spanning from working 1-on-1 hosting with invited media, checking in media for day of events, to pre-event planning through coordinating spokespeople and media's schedules.
- Coordinating with the media, spokespeople, and PR partners in a high-volume and fast-paced work environment.
- Promoting a positive event experience for invited media and spokespeople by assisting up to 100 people in communication amongst media, spokespeople, and event staff through an ever-changing environment.

Entertainment Working Lead

May 2022 – Present

- Problem-solving for daily operational and staffing changes, supervising teams of 30+ Cast Members, aiming to exceed operational standards and Guest expectations.
- Fostering positive working relationships with neighboring lines of businesses through a focus on communication, creating a positive Cast and Guest experience, and sharing motivations and best practices for high Guest expectations and Guest count goals.
- Overseeing multiple areas during the Disney After Dark Events and setting up expectations of the operation to help curate an efficient operation without compromising the overall show.

Traditions Facilitator

February 2022-Present

- Facilitating a mix of scripted/non-scripted classes for 8 hours with up to 45 people in a class, in line with the global expectations set by the training operations of what it means to work for the Walt Disney Company.
- Adapting teaching styles in a classroom-like setting to fit the needs of the audience while maintaining the integrity of the material.
- Delivering content in front of a multitude of Cast Members from frontline parks to executive level, maintaining a consistently positive experience for all levels.

Skills

Advanced in Microsoft Office, CSS
Coding and Adobe Software

Social Media Management
Event Planning and Execution

Media Relations
Strong Communication Skills

