



HOLLY MCKENNA

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EXPERIENCE

THE WALT DISNEY COMPANY
CELEBRATION, FL

DIGITAL MEDIA DESIGNER

April 2020 - Present

- ▶ Collaborate with internal Disney Global HR Operations client teams across six continents to conceptualize, develop and maintain multimedia projects to support business objectives, learning development and presentations to be given at the senior executive vice president level
- ▶ Develop graphic design and multimedia solutions for training materials, templates, brochures and communications or marketing projects, including digital, print and motion graphics, web pages, videos and interactive digital learning elements

THE WALT DISNEY WORLD RESORT
LAKE BUENA VISTA, FL

GRAPHIC DESIGN AND COMMUNICATIONS INTERN

June 2019 - April 2020

- ▶ Designed and managed multimedia projects supporting the development of new themed food and beverage experiences and concepts at the resort as a part of the Walt Disney World Food and Beverage line of business team
- ▶ Worked with internal client partners to create confidential project proposal presentations to be given at the executive level
- ▶ Provided visual multimedia solutions and general creative support including the development of email communications, videos, photography, graphic design for digital and print, motion graphics, web design, signage, branding and event collateral for over 70 internal clients
- ▶ Created and maintained media assets on internal digital platforms such as Cast TV, SharePoint sites and Disney intranet HUB web sites for Walt Disney World Food and Beverage

HELLO ALICE
HOUSTON, TX

SOCIAL MEDIA INTERN

January 2019 - May 2019

- ▶ Developed social media campaigns to increase follower engagement and spread brand awareness
- ▶ Crafted social media posts and content in Hello Alice's brand voice for Twitter, Facebook and Instagram

DISNEY-ABC TELEVISION GROUP
HOUSTON, TX

PRODUCTION INTERN

September 2018 - December 2018

- ▶ Partnered with producers, directors, talent and photojournalists to execute all aspects of broadcast and the digital storytelling process at the KTRK ABC 13 television station in Houston
- ▶ Assisted in producing original content for 15 weekly news broadcasts in a top-ten media market

CITY OF PEARLAND
PEARLAND, TX

PARKS AND RECREATION DEPARTMENT STAFF

May 2016 - September 2018

- ▶ Managed and maintained database of over 2,000 recreation facility memberships

THE WALT DISNEY WORLD RESORT
LAKE BUENA VISTA, FL

ATTRACTIONS OPERATIONS TRAINER

May 2010 - April 2016

- ▶ Assisted in developing new training media, materials and methods for six different attractions at the number-one most visited theme park in the world
- ▶ Facilitated classes covering operational updates

SKILLS

TECHNICAL

Adobe Creative Suite
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe After Effects
Microsoft Office Suite
Keynote
WordPress
HTML / CSS
Procreate

CREATIVE

Graphic Design
Photography & Editing
Videography & Editing
Motion Graphics
Web Design
Creative Writing

BUSINESS

Instructional Design
Content Strategy
Social Media Marketing
Copywriting
Public Speaking
Leadership
Effective Communicator

EDUCATION

UNIVERSITY OF HOUSTON

BACHELOR OF SCIENCE IN DIGITAL MEDIA

MINOR:
Organizational Leadership and Supervision

INVOLVEMENT

DISNEY CREATIVES

Participant
June 2019 - Present

WOMEN@DISNEY

Participant & Graphic Designer
December 2019 - Present