

# Chloe Lang

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## EXPERIENCE

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### Disney's Fairy Tale Weddings & Honeymoons

Orlando, FL

Marketing Strategy Associate Manager

Jan 2024-Present

- Partner with internal stakeholders in Marketing & Sales across Walt Disney World, Disneyland, AULANI: A Disney Resort & Spa & Disney Cruise Line to create & support thoughtful campaigns that engage consumers & drive sales
- Lead organic & paid creative content & brand strategy for @DisneyWeddings on Meta, TikTok, Pinterest & YouTube for a net audience of 2.5M+
- Develop & execute project briefs with external vendors to ensure timely, on-budget & high quality print, promotional & digital materials
- Researched, pitched, & led launch of @DisneyWeddings on TikTok, establishing a strategic channel for brand collaboration, community engagement & industry leading content
- Drive quarterly high-profile photo, video & social media shoots from initial request to project completion while tracking content production budget
- Partner with cross-functional teams to craft annual influencer & media events which deliver engaging, trending content that seamlessly tell the brand story
- Manage strategic partnership & sponsorship content to ensure alignment with brand objectives & enhance marketing reach
- Influence product & experience development based on industry research & analysis of consumer demand
- Provide on-site logistical & social media support at direct-to-consumer & media events

### Disney Meetings & Events

Orlando, FL

Marketing Strategy Associate Manager

Jan 2022-Jan 2024

- Developed strategy, created editorial calendar & produced industry relevant organic & paid content for @DisneyMeetingsAndEvents on Meta, X, & LinkedIn for a net audience of 84k+
- Served as lead project manager of editorial & creative asset creation & execution, including digital & print ads with external vendors. Developed project briefs & approved based on brand guidelines
- Wrote monthly external newsletters & blogs, & supported website updates

### American Theatre Wing & The Tony Awards

Remote & New York, NY

Digital Content Associate

March 2023-July 2025

Digital & Social Content Intern

November 2021-August 2022

- Strategized, created content & managed the organic social media calendar for @TheWing & @TheTonyAwards
- Provided on-site support & social coverage of the Tony Awards nomination announcement & CBS broadcast
- Maintained Broadway press relationships & outreach
- Managed creative direction of graphic design for @TheTonyAwards social media channels
- Transcribed weekly documentary videos for Emmy-nominated series *Working in the Theatre*

### Disney College Program

Orlando, FL

Merchandise

August 2019-March 2020

### Capacity Interactive

New York, NY

Digital Marketing Summer Internship

June-August 2019

- Built client campaigns using Meta Business Manager, Google Ads, Google Analytics, & Google Tag Manager
- Analyzed data from campaigns, optimized for premium results & crafted narratives summarizing data results

## EDUCATION

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### Appalachian State University

Boone, NC

Bachelor of Science in Communication, Advertising; minor in Theatre

## SKILLS & TRAINING

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Social Media (TikTok, Instagram, Facebook, Pinterest, YouTube, LinkedIn, X), Project Management Tools (Airtable, Asana, Monday.com, Smartsheet), Event Management Software (Swoogo), Copywriting, Social Media Management Tools (Sprinklr, Hootsuite, Meta Business Suite, YouTube Studio), Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro), Microsoft Office Suite, Google Analytics, Canva