



www.thechloelang.com

[@TheChloeLang](#)

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PROFILE

A passionate digital storyteller dedicated to sharing ideas through groundbreaking strategy & compelling creative. Specializing in strengthening brand identity & cultivating online communities through digital platforms.

CORE SKILLS

- Google Analytics, Ads, Tag Manager
- Social media strategy: Instagram, Facebook, TikTok, Twitter, YouTube
- Social media management tools: Hootsuite, Sprout Social, Meta Business Suite, YouTube Studio
- Adobe Creative Suite
- Procreate
- Microsoft Office Suite
- Keynote
- Google Workspace
- Datorama
- CisionPoint
- Advantage
- Smartsheets
- Project management tools: Asana, Airtable, Monday.com
- Tableau

ACADEMIC BACKGROUND

Appalachian State University

Bachelor of Science in Advertising, minor in Theatre
Graduated Cum Laude

EXPERIENCE

Marketing Strategy Associate Manager | Disney Meetings & Events

Walt Disney World, Orlando, FL | Jan 2022 - present

- Support marketing strategy for Disney Meetings & Events at Walt Disney World, Disneyland, Aulani, & Disney Cruise Line
- Develop strategy, produce content & implement editorial calendar for @disneymeetingsandevents on Instagram, Twitter, Facebook, & LinkedIn for net audience of 84k
- Community engagement & monitoring on all social platforms
- Create weekly social media reports & analyze data
- Build & manage paid media strategy
- Lead inter-departmental monthly status calls
- Lead project manager of editorial & creative asset creation & execution, including digital & print ads. Develop creative briefs & approve based on brand guidelines
- Attend live events to capture engaging photo & video content
- Write monthly external newsletters & blogs, & support website updates

Digital Content Associate | American Theatre Wing & The Tony Awards

Remote | March 2023 - Present

Digital & Social Content Intern | Nov 2021 - August 2022

- Strategize, create content, & manage daily calendar on all social channels for @thewing (audience of 21k+) & @thetonyawards (audience of 391k+) with fast deadlines
- Live social coverage of the Tony Awards nomination announcement & CBS broadcast
- Support campaign development by organizing & pulling archival assets
- Brainstorm with content team to create engaging content campaigns
- Maintain press relationships & outreach
- Manage creative direction of graphic design for @thetonyawards social channels
- Transcribe weekly documentary videos for Emmy-nominated series *Working in the Theatre*

Digital Media Summer Intern | McKinney

Durham, NC (Remote) | June 2021 - Aug 2021

- Delivered & optimized TV, radio, out of home, & digital ad campaigns for boutique client Posh
- Processed invoices & adjusted channel-specific advertising budget accordingly
- Analyzed lead source insights & website trafficking to identify trends, enhance strategy, & recommend adjustments based on research
- Scheduled TV & radio spots & communicated directly with the vendor

Public Relations Summer Intern | French West Vaughan

Raleigh, NC (Remote) | May 2020 - Aug 2020

- Drafted weekly press releases & pitches
- Wrote blog posts for Wilmington & Beaches CVB's net audience of 200k
- Built & maintained media lists & conducted media outreach for clients
- Assisted in content management & influencer outreach for Instagram account @DisneyPrincessStyle with 114k followers

Digital Marketing Summer Intern | Capacity Interactive

New York, NY | June - Aug 2019

- Built client campaigns using Facebook Business Manager, Google Ads, Google Analytics, & Google Tag Manager
- Analyzed data from current campaigns & optimized for premium results
- Crafted narratives summarizing data results to advise clients in their marketing campaigns

Marketing Assistant | Appalachian State University

Office of Arts & Cultural Programs, Boone, NC | Aug 2018 - May 2019

- Curated unique social media content for the Schaefer Center for the Performing Arts Facebook page to engage 4.7k followers
- Developed marketing materials in order to increase engagement of the student body of ASU in fine arts
- Filed & archived promotional & administrative materials

Marketing Summer Intern | Durham Performing Arts Center

Durham, NC | May - Aug 2018

- Developed engaging creative assets for both digital & print media
- Wrote official press releases, edited radio scripts, & compiled press kits, then distributed to media stations to promote the upcoming season at DPAC
- Assisted at evening shows, VIP events, & meet & greets; led season subscriber backstage tours