

TAYLOR ATKINS

Communications & Public Affairs Professional

EXPERIENCE

Walt Disney World Resort

Lake Buena Vista, FL

Public Affairs Communications Manager

2017-Present

- Currently leading internal and external communications strategies for Magic Kingdom Park and Disney's Animal Kingdom Theme Park, acting as the Public Affairs representative on each park's executive steering committee.
- Supported all theme parks and Disney Springs planning as well as site-wide distribution efforts throughout the Covid-19 closure.
- Identify efficiencies across site teams and share best practices, such as Hubsite structures and deployment of weekly tactics, to better concentrate team resources.
- Previously led strategy for the Disney Springs communication team with temporary dual support for Disney Sports organization.
- Developed new, engaging Cast communication strategies, increasing Cast knowledge of offerings and seasonal activations. (i.e. Cast Hubsites, interactive quizzes, trivia, etc.)
- Partnered with and influenced numerous teams and senior executive leadership to ensure a coordinated approach with project planning.

Public Affairs Communications Specialist

2016-2017

- Participate in a rotational on-call support role as a member of the Press Office team. Tasks include responding to operations incident calls, fielding media inquiries, assisting with Public Affairs research requests, and building communication strategies to manage long and short-term issues.
- Supported internal and external communication strategies for the opening of Pandora - The World of Avatar at Disney's Animal Kingdom.

Walt Disney Parks and Resorts

Lake Buena Vista, FL

Public Affairs Communications Specialist

2016

- Develop strategic and integrated communication plans for a global audience. Foster dependable relationships with worldwide Public Affairs team and business partners, acting as a global thought partner and consultant by understanding audience needs, recommending communication tactics and influencing message positioning.
- Lead global TWDC news strategy for Walt Disney Parks and Resorts, with strong working relationship with other Company segments and Corporate Communications.
- Developed the global communication strategies for Cast recognition and events.
- Provide site and global support for Walt Disney World Resort initiatives and crisis communication.

Disneyland Resort

Anaheim, CA

Public Affairs Internal Communications Specialist

2014-2016

- Build strategic communication plans and draft messaging targeted to internal and external stakeholders regarding important operational changes, new offerings and employee interest articles. Develop and implement new communication tactics while maintaining and enhancing existing communication vehicles.
- Communications leader for the launch of the Disneyland Resort Diamond Celebration including preparation, announcements and media events.
- Lead internal and external communication efforts for Corporate Citizenship projects, seasonal events and premium experiences.

Disneyland Park and Disney California Adventure Park Operations

2007-2014

- Project Guest Relations leader for opening of Cars Land and Buena Vista Street, as well as the launch of the Disability Access Service.
- Built and maintained business relationships with vendors and departments resort-wide to ensure a successful day-to-day operation of the department as Guest Relations Central admin. Department communication and IT liaison, guest process auditor and team project leader.
- Assisting with the daily theme park operations from writing and distributing operational communication to drafting executive reports with data compiled from multiple lines of business in a fast-paced, highly organized work environment, requiring great attention to detail.
- Lead various Guest Relations operations, including VIP Tours, to provide exceptional guest service in an efficient and highly professional manner.
- Former attractions operator and Dream Squad trainer with thorough operations knowledge.

Industrial Engineering

2014

- Temporary assignment supporting the Added Capacity Program. Conducted studies of theme park attraction operations to effectively analyze attraction capacity limitations and determine efficiency recommendations to increase Guest counts and Guest satisfaction rates.

Saddleback Church

Lake Forest, CA

Technical Arts Coordinator

2005-2008

- Plan, organize and execute training and scheduling for a team using a variety of different types of electronic audio/visual equipment.
- Oversee the day-to-day audio/video operations in the multistory education complex and work closely with other teams and departments when organizing large campus-wide events.

EDUCATION

California State University, Fullerton

2013

Bachelor of Arts, Communications: Radio-Television-Film

- Interactive Digital Media & Digital Foundations
- Management in Communications
- Entertainment & Tourism
- Mass Media Ethics

SKILLS

- Problem-solving
- Task prioritization
- Apple Macintosh
- Microsoft Windows
- Mobile computing
- Microsoft Office suite
- Final Cut suite
- Adobe Master Collection
- Social media platforms
- Disney processes, including SAP, Workbrain and Business Objects
- Wordpress, Slack, SharePoint and X2O Media digital signage system
- HTML coding