

NATHALIE FRANCO

MY SHORT STORY

Enthusiastic and self-motivated communicator who thrives in dynamic storytelling. As a passionate and innovative team player, my goal is to use public affairs to share stories and create unique and engaging content that goes above and beyond to motivate audiences from around the globe

AREAS OF EXPERTISE

Trilingual: Verbal & Written (English, Spanish, Italian), Microsoft Office Suite, Adobe Creative Suite, Mac & Windows Systems, WordPress, Cision, Hootsuite, Interpersonal Communication, Journalism, Associated Press Style, Press Events, Media Relations, Project Management, Consulting, Administrative, Social Media, Creative Writing, Copy-Editing, Photography, Videography, Hospitality

EDUCATION

Rollins College
Bachelor of Arts in
Communication Studies:
Public Relations



Nathalie.N.Franco@gmail.com



201.966.0335



www.nathalief franco.com

PUBLIC RELATIONS & MEDIA RELATIONS

Public Relations Manager Solodev - Orlando, FL

12/2019 to Present

- Oversees and implements strategic and effective public relations and communication plans for software development technological company
- Interfaces with local and national media to share company news
- Launched company's first-ever integrated partnership program

Public Relations Account Executive Uproar PR - Orlando, FL

10/2018 to 01/2019

- Managed day-to-day communication for domestic and international client accounts and business partners, including Special Olympics Florida
- Problem solved and maintained positive relationships with clients
- Developed content such as press releases and print/digital editorial articles for varying vehicles to appeal to diverse audiences and share client story through media coverage

Public Relations Account Coordinator Uproar PR - Orlando, FL

10/2017 to 10/2018

- Monitored for print, online, and broadcast media coverage as well as updated daily recaps through research reports for client executive team
- Drafted compelling copy for executive presentations, social media channels (Facebook, Twitter, LinkedIn), video news releases, and pitches
- Cultivated strong relationships with both local and national journalists/media, bloggers, and influencers

Public Relations Trade Intern

01/2017 to 05/2017

Universal Orlando Resort - Orlando, FL

- Supported team in the grand opening of water theme park Universal's Volcano Bay, Race Through New York Starring Jimmy Fallon attraction, and the fourth annual celebrity media event: A Celebration of Harry Potter
- Created and distributed Universal Orlando blog articles, press releases, media alerts, press kits, FAQs, and social media content used for marketing
- Partnered with team to conduct b-roll video production and still photography shoots, provide familiarization tours, and escort top-tier media and influencers during on-property visits and events

GUEST SERVICE & COMMUNICATIONS

Entertainment Character Performer

01/2010 to Present

Walt Disney World Resort - Orlando, FL

- Maintains Disney integrity and confidentiality, while providing world-renowned guest service and knowledge of all Disney Parks and Resorts
- Communicates with guests in high capacity and crisis situations, ensuring to adapt accordingly to change for optimal guest satisfaction
- Works both in team setting and independently to achieve deadlines

Guest Relations Hostess

02/2019 to 06/2019

Walt Disney World Resort - Orlando, FL

- Collaborated with leadership teams and cast members across various lines of business to provide integrated solutions for guests
- Utilized technology for ticketing, reservation systems, foreign currency, assisting guests with disabilities and more in a fast-paced environment
- Interacted with numerous guests on a daily basis while maintaining consistent high energy and positive demeanor

Itinerary Coordinator/Guest Service Agent

08/2015 to 07/2016

Give Kids the World Village - Kissimmee, FL

- Designed collateral for internal and external stakeholders, as well as improved and increased communication with pre-arriving visitors