

# LEEANN SAUSSER

## EDUCATION

### University of Florida

MA | MASS COMMUNICATIONS

- Completing through Disney Aspire
- Specialization in Public Relations
- Anticipated completion: December 2023

### DePauw University

BA | ENGLISH WRITING

- Minored in history
- Graduated summa cum laude
- Phi Beta Kappa

## SKILLS

- Microsoft Office
- AP style
- Social media platforms
- WordPress and Squarespace
- Adobe Premier Pro video editing
- Canva
- Mac and Windows
- Project management software such as CoSchedule and Wrike
- Media and social monitoring tools such as LexisNexis, Netbase, and Nuvi

## CONTACT

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## WORK EXPERIENCE

### Guest Relations and Guest Experience Team Coordinator

WALT DISNEY WORLD RESORT | AUG 2021 - PRESENT

- Co-creator of "Plaid Bar" Cast admission project, which includes developing materials and presenting admission privilege, My Disney Experience and Genie+ information to Animal Kingdom cast, including the executive team led by VP of Disney's Animal Kingdom, Sarah Riles
- Learn and adapt quickly to new tools, technology and skills as guest service offerings change and solutions evolve
- Problem-solve in recovery situations while delivering exceptional Guest service in a fast-paced environment

### Staff Writer and Editor

ECO PARTNERS INC. | SEPT 2019 - PRESENT

- Research, write, edit and proofread environmental education articles to promote green behavior and awareness to diverse audiences

### Park Greeter Relief Coordinator, Trainer, and Cast Member

WALT DISNEY WORLD RESORT | OCT 2019 - AUG 2021

- Greeted guests and ensured efficient park entry in a fast-paced environment as Guests' first point of contact at Disney's Animal Kingdom

### Account Manager

BORSHOFF PUBLIC RELATIONS AGENCY | SEPT 2017 - SEPT 2019

- Developed, researched, wrote and proofread engaging and creative content for diverse audiences, including press releases, fact sheets and blogs
- Maintained media databases to ensure press releases and pitches reached the right media contacts, especially in crisis management situations
- Executed communication strategies and campaigns for multiple business units to engage and educate employees at a Fortune 500 company, including producing and project-managing video and photo content
- Managed multiple projects, communication calendars, budgets, vendor relationships and tasks to complete deliverables on time
- Collaborated with internal team members, clients and contractors in brainstorming and planning meetings to create strategic, creative content
- Oversaw creation and execution of Borshoff's social media and blog content

### External Communications - Disney Professional Internship

DISNEY SIGNATURE EXPERIENCES | JAN 2017 - JUNE 2017

- Assisted in the strategic development of content for the Disney Cruise Line social media channels and websites and Disney Parks Blog presence
- Monitored traditional and social media coverage to create and maintain project reports on reactions to company news or incidents
- Analyzed, researched and presented confidential information to senior-level executives and leadership directly related to company strategy
- Participated in the creation and execution of press events and produced video content to support the grand opening of Disney Vacation Club property Copper Creek Villas and Cabins at Disney's Wilderness Lodge

### Disney College Program - Quick Service Food & Beverage

WALT DISNEY WORLD RESORT | AUG 2016 - JAN 2017