

Becca Bochna

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I have digital and social media marketing expertise and excel in formal communication, copywriting, and graphic design. I am also adept at leading projects and partnering creatively with teams. My commitment to delivering high-quality results drives success in a collaborative environment. I am eager to leverage my skills and experience to advance my career.

Education:

- Purdue Global University – expected graduation Dec. 2025, Disney Aspire Student
 - MBA, concentration in Marketing
- California University of Pennsylvania – 2018
 - BS, Graphics and Multimedia
- University of Florida – 2021, Disney Aspire student
 - Certificate, Social Media Marketing
- Wilmington University – 2020, Disney Aspire Student
 - Certificate, Digital Marketing

Skills:

- Microsoft Office
- Adobe Creative Suite
- Graphic Design
- Social Media Marketing
- Marketing Campaign curation, generation, and management
- Verbal and written communication skills
- Public Speaking
- Journalism and Copywriting
- Photography and Videography
- Photo and Video editing

Work Experience:

Walt Disney World Resort

- **Disney Photo Imaging Photographer – 2018-2020**

- Accommodated an estimated 150 guests per hour
- Photos featured on the My Disney Experience App
- Trained new Cast on-the-job training
- **Disney Photo Imaging Coordinator – 2021-2024**
 - Managed deployments to ensure Cast breaks were rotated every 3 hours via the Cast Deployment System (CDS)
 - Tasked with Equipment readiness to ensure proper Disney-Standard photo quality
 - Created a Microsoft Form & Excel system to track and distribute Cast safety equipment such as harnesses, knee pads, and utility belts
 - Lead Cast in defined park areas to uphold the Disney guest experience.
- **Entertainment Assistant EPCOT (Relief) – 2023-2024**
 - Scheduled and planned events for EPCOT Entertainment Cast
 - Worked directly with management to plan and coordinate meetings for Cast communications
 - Multi-tasked on different projects while assisting up to 3 CMs per hour in varied departments within Entertainment – Disney Photo Imaging Photographers, Performers, Attendants, and Character Captains
 - Assisted Cast to complete mileage forms and approve their time via Concur
 - Managed Outlook Calendar appointments for multiple departments
- **Operations Training Assistant – 2024-present**
 - Schedule and plan new Cast on-the-job training
 - Manage DLearn Classes, TrainMe products, Training Builder Grids, and Training, Planning & Integration.
 - Lead meetings once a week
 - Facilitate classes up to three times every month
 - Create trackers monthly via Excel to maintain organization across the resorts when scheduling multiple update training sessions.
 - Collaborate with our park and Line of Business partners daily for varied projects about training or new projects.
 - Maintain the ability to manage changes in project scope, identify challenges, and devise contingency plans.
 - Manage multiple projects from beginning to end, including timelines and deliverables.

Entertainment Apparel

- **Social Media Marketing Manager – 2020-2021**

- Generated engaging, consistent content and developed visually appealing graphics to enhance posts daily for various social media platforms, including but not limited to Facebook, X, Instagram, and TikTok
- Produced and edited photography and videography using editing software such as Adobe Lightroom, Premiere Pro, Photoshop, and Canva
- Supported day-to-day social content brainstorms in a team environment
- Assisted with social media campaigns and marketing strategies to fulfill the company's requests
- Monitored social media channels for industry trends and competitor activities to optimize content
- Engaged with customers via social media monitoring tools by responding to comments, messages, and mentions while building brand advocacy

MGM Studios – 2013-2018

- **Junior Graphic Designer**

- Designed and created Adobe Illustrator logo designs for local businesses and schools
- Assisted in pressing heat transfer vinyl apparel, estimating 10 shirts (front and back) per hour
- Utilized my approved artwork for customer banners, collages, posters, apparel, and prints
- Worked independently and as a team to ensure product quality