



MACKENZIE MOTSINGER

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Career Summary:

Communication professional with a specialization in photography, videography, and design. An advocate for positive change for our Guests and fellow Cast Members for over six years at the Walt Disney Company. A curious mind and a creative spirit, who loves to learn and adapt to changing business environments.

Education:

MA in Communication Emphasis: Entertainment and Tourism

California State University,
Fullerton - Disney Aspire
(expected graduation 2026)

BFA with Honors in Photography

Minors: Art History, Design Production

Herron School of Art and Design
(2014-2018)

Practical Skills:

- Digital native, comfortable with both Mac and PC operating systems
 - Adobe Suite
 - Microsoft Office
 - Wordpress
 - Canva
 - Zendesk
- Digital and film cameras, lighting, and photographic printers
- Social media content creation & analytics

Professional Experience:

The Walt Disney Company (2015-2016, 2018-present) *Internal Communications Intern, Communications and Public Affairs (Jan 2025-present)*

- Creating video, design, and written content for various platforms to an audience of over 36,000 Cast Members at the Disneyland Resort.
- Processing content submitted through internal communications' user-generated content program for cast members, leveraging hundreds of photos across multiple communication vehicles internally and externally, garnering over 900k impressions and positioning DLR internally as a great place to work.
- Drafting editorials to support reputational storytelling around the employment experience internally and externally, garnering over 1.35M impressions and further positioning Disneyland Resort as an employer of choice.

Guest Correspondence Associate, Specialty Trainer, Guest Communications (2022-2025)

- Spearheaded the Special Diets Team as a subject-matter expert, leading a team of five associates in assisting Guests with food allergies and coordinating with park culinary teams.
- Implemented training plans and established procedures resulting in a 200% increase in the number of Guests assisted with pre-arrival dietary concerns.

Traditions Facilitator, Quality Assurance Facilitator, Disney University (2022-2025)

- Welcomed, prepared, and inspired up to 200 new Cast Members per week for their role across multiple lines of businesses, while introducing them to the culture and history of The Walt Disney Company and providing logistic support for the daily operation of the Disney University.

Facilitator & Hypercare Support Specialist, Temporary Assignment with Digital Guest Experience (2019-2020)

- Collaborated with Operations Leadership and Cast in the transition to a new POS system across the Disneyland Resort, while coordinating troubleshooting efforts and Guest recovery solutions.

Working Lead & Trainer, Fantasyland Foods (2018-2022)

- Disneyland College Program (Aug 2018-Jan 2019)

Walt Disney World College Program (Aug 2015-Jan 2016)