

Jennifer Chan

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EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES | 2014

Environmental Science B.S.; Film Minor; Environmental Systems and Society Minor

DESIGNLAB UX ACADEMY | 2018

Completed 440+ hours of coursework and comprehensive case studies featured on my website

WORK EXPERIENCE

DISNEY PUBLISHING WORLDWIDE | Online Marketing Associate | Current

- Collaborate with internal brands (Star Wars, Marvel, Disney, and Pixar) to create and program engaging social content like excerpt reveals and lifestyle product photography which promotes our books on their social handles
- Unify and strengthen our Disney Books social presence by establishing a consistent voice and visual brand aesthetic across our social handles
- Cover Disney Books' presence at live events including San Diego Comic Con, New York Comic Con, and BookExpo America
- Foster relationships with our larger authors (Rick Riordan, Alexandra Bracken, Ashley Eckstein) so that I may better assist in their personal social marketing strategies
- Grown @disneybooks Instagram followers by 105% by crafting lifestyle product photography and interactive Instagram Stories showcasing our book content

DISNEY INTERACTIVE | Social Media Coordinator | 2016 - 2017

- Worked with internal business units (Studio, Publishing, Parks, Store, etc.) to curate and schedule engaging social content (copy, assets) for Disney Facebook, Disney Twitter, and the Mickey & Friends Facebook character pages
- Pitched editorial ideas and opportunities to blog voices on the Disney Digital Network
- Snapchatted and gathered Instagram story content at live events for the @disney handle
- Captured book photography and product shots for Star Darlings Facebook and Instagram
- Designed decks and one-sheets for Disney Digital Network presentations and pitches

WALT DISNEY STUDIOS | Digital Marketing Intern | 2015

- Designed wrap decks for all *Inside Out* digital activations
- Presented my digital activation ideas for upcoming films at team brainstorms
- Tracked social performance and sentiment of *The Good Dinosaur* trailer and #theGoodDino
- Researched and sent daily internet finds and trending stories to my team

ISAtv | Media Management Associate | 2014 - 2015

- Developed and maintained an editorial calendar, posted to ISAtv's social media handles daily
- Pitched and oversaw the rebranding of the YouTube channel (colors, fonts, thumbnails, etc.)

CBS | Entertainment Diversity Intern | 2014

- Organized casting, development, and current programming data for diversity reports
- Desk coverage for the Vice President of Entertainment Diversity and Communications

TECHNICAL SKILLS

Design/Presentation: Sketch, Photoshop, Keynote, Illustrator, InDesign, Wordpress
Social Platforms: Instagram, Facebook, YouTube, Twitter, Snapchat, Pinterest, Tumblr
Microsoft Office: Excel, PowerPoint, Outlook, Certified Expert Specialist in Word
Web Coding: CSS foundation, HTML