

COLETTE LANGLEY

Summary

Orlando theme park enthusiast passionate about creating content, writing, and developing marketing strategies. Highly motivated, detail-oriented, and organized with experience delivering high-quality work in fast-paced environments. Experience implementing SEO best practices and optimizing websites to reach the right audience. Has a strong desire to learn and develop new skills.

 512-576-4593

 colettelangley@gmail.com

 Orlando, FL

EXPERIENCE

THEME PARKS WRITER AND REPORTER

Cambrick Yard

February 2024 - Present

- Research and write articles on theme park news for Disney Food Blog and AllEars, utilizing WordPress
- Provide expertise in vacation planning for readers and remain knowledgeable about the Orlando area theme parks
- Capture content for blog posts and social media posts at various theme parks, including Disney World and Universal

MARKETING & CONTENT MANAGEMENT SPECIALIST

Bennett & Bennett

September 2023 - Present

- Manage advertising and marketing initiatives through platforms such as Merchant Center, Google Ads, WordPress, SEO Ultimate, Google Search Console, and Google Analytics
- Work to optimize SEO best practices and analyze traffic data to develop marketing strategies
- Extensive use of Illustrator, Photoshop, Canva, and WordPress
- Responsible for email marketing efforts utilizing Constant Contact

MARKETING SPECIALIST

ASD Adult Achievement Center

September 2023 - Present

- Social media content creation for non-profit organization
- Created and scheduled posts, newsletters and other material
- Extensive graphic design utilizing Canva

CAST MEMBER

Walt Disney World

September 2019 - December 2022

- Worked in both attractions and resort operations
- Delivered exceptional customer service while operating efficiently
- Excelled in a team environment with lots of multi-tasking

EDUCATION

Master of Science in Hospitality and Tourism Management

University of Central Florida

GPA: 3.92

Bachelor of Business Administration

Texas A&M University

GPA: 3.96