

# 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.



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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