

# ALYSSA J. NGO

alyssa.ngo@disney.com | alyssajngo@gmail.com | (661) 316-2177  
Portfolio: [alyssajngo.com/work-samples](https://alyssajngo.com/work-samples) | LinkedIn: [linkedin.com/in/alyssajngo](https://linkedin.com/in/alyssajngo)

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Creative communications professional with over three years of experience, eager to bring my storytelling expertise, digital design and content knowledge, strategic skills, and passion for entertainment to a dynamic team where I can contribute to impactful campaigns, build strong industry relationships, and enhance brand presence and reputation.

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## WORK EXPERIENCE

**Walt Disney World Resort** | Orlando, FL

**Communications Associate**

May 2025 - present

- Create and execute multi-platform communications plans and produce content for owned channels that enhances the company's brand and shines light on its employees through reputational storytelling
- Lead and carry out the production of photo and video content for on-site events, and publish content on social media (Facebook, Instagram) and written articles on internal and external company sites
- Identify and pursue potential cross-functional stories, including establishing relationships with internal and external partners, collaborating with operational partners, and pitching and hosting media and influencers

**Communications and Public Affairs Intern**

Jun 2024 - May 2025

- Wrote key messaging points and served as a point of contact for resorts communications, including supporting on-site operations, handling confidential information, and creating internal project documents and resources
- Monitored current news and trends internally and externally, and wrote social media sentiment reports for leaders with reactive key messaging points that anticipated and responded to potential crises
- Created and designed 20+ collateral and graphics, printed and digital, to convey visually compelling and easy-to-digest information about company milestones, offers, and media events

**Cloud10 Media** | Los Angeles, CA

**Advertising and Production Assistant**

Feb 2023 - May 2024

- Oversaw the live production of three podcast shows, including communicating with producers, coordinating schedules and interviews for talent, operating recording equipment, and maintaining the studio schedule
- Assisted publicity projects for in-house productions, including formulating outreach plans and strategies, pitching stories to publications, managing list of media contacts, and writing press releases and materials
- Created one sheets on the data and demographics of over 100+ shows for external partners and advertisers
- Managed and tracked 100+ weekly active advertisements through Megaphone to increase podcast downloads

**Echo Media Group** | Santa Clarita, CA

**Photographer and Social Content Creator**

Jun 2022 - May 2024

- Provided media coverage, took professional lifestyle photos, and produced social media video content for over 20 community events at FivePoint Valencia for marketing use on their website and social media accounts
  - Edited over 500 photo and video assets using Adobe Lightroom, CapCut, Photoshop, and Premiere Pro, and delivered final approved assets to advertising and FivePoint Valencia partners, often with tight turnarounds
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## EDUCATION

**University of Southern California** | Los Angeles, CA

Graduation: May 2024

- Public Relations B.A. at the Annenberg School for Communication and Journalism
  - Minor in Entertainment Industry at the School of Cinematic Arts
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## SKILLS

- **Workplace Essentials:** Microsoft Office (Excel, Outlook, PowerPoint, Teams, Word), Adobe Creative Suite (Illustrator, Lightroom, Photoshop, Premiere Pro), Google Suite, Box, Canva, Keynote, Slack, WordPress
- AP style writing, cross-functional communication, graphic design, photo and video editing, pitching, project management and tracking (Smartsheet), research, social listening and analytics (Brandwatch, Tableau)