



# NATALIE BUTKO

STRATEGIC COMMUNICATOR

## EDUCATION

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Ohio University, May 2019  
B.S.J. Strategic Communication  
Marketing minor

## CONTACT

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butkonatalie@gmail.com  
412-996-1054  
linkedin.com/in/natalie-butko

## SKILLS

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- Adobe Creative Suite
- Video production
- AP Style
- Social media management
- Content management systems

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## WORK EXPERIENCE

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### Internal Communications Intern | Disneyland Resort | Anaheim, CA | June 2019–April 2020

- Developed strategies and crafted messaging for various resort initiatives to reach the 31,000 Cast Members at the Disneyland Resort through internal magazine, TV channel and blog
- Created flyers, slides, videos and weekly Backstage Buzz email through Adobe Creative Suite
- Supported distribution plan of the resort's biweekly print publication, the *Disneyland Resort Line*
- Collaborated with Public Affairs and resort partners for clear, consistent messaging and external sharing of internal initiatives

### Public Relations Intern | Princess Cruises | Santa Clarita, CA | June–August 2018

- Curated a media list, designed press materials and coordinated logistics for new beverage menu launch event
- Pitched journalists, coordinated excursion options and arranged pre-trip materials for Alaska press trip
- Drafted press releases, routed them for approvals and distributed to media through Cision and PR Newswire
- Utilized Agility to create media lists and better target journalists

### Marketing Intern | VisitPITTSBURGH | Pittsburgh, PA | May–August 2017

- Created 15 travel itineraries based on research for visiting international tour agents
- Wrote blogs for VisitPittsburgh.com
- Filmed and edited five videos using Final Cut Pro for "I Am Pittsburgh" series
- Worked with CrowdRiff, a user-generated content management system to source and optimize photos

### Public Relations Intern | Kennywood Amusement Park | Pittsburgh, PA | May–August 2016

- Drafted social media content for Instagram, Snapchat, Twitter and Facebook, with a reach of 300,000
- Helped plan events happening in the park including the grand re-opening for Noah's Ark attraction
- Coordinated media visits and responded to media requests
- Captured and edited photos for social media
- Promptly responded to guest comments via email, mail and social media

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## RELATED EXPERIENCE

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Intern Rep | Disney Professional Internships | Anaheim | August 2019–April 2020

Participant | Walt Disney Imagineering Imaginations Competition | Athens, OH | 2019