

Taylor Bowen

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University of Florida

MA in Mass Communications - Disney Aspire

2023

Butler University

BA in Art Plus Design | BS in Digital Media Production

2018

WORK EXPERIENCE

Communications Specialist (previously Associate)

Walt Disney World Public Affairs

Jan 2021-Present

- Drive alignment throughout DPEP, including Employee Communications, Issues Management, Corporate Citizenship, Public Relations, and Special Events teams
- Create communication and media engagement plans highlighting D.E.I., Corporate Social Responsibility, and other key business initiatives consisting of high guest contact emails, Parks Blog, HUB messaging, scripts, CastLife TV, and Disney socials
- Create and post for company Facebook accounts like Cast & Community and Disney Photo Imaging and the Instagram accounts for the Walt Disney World Ambassadors, Jeff Vhale, and Disney Parks
- Act as an onsite publicist for Disney executives and representatives during interviews with media outlets to position Walt Disney World as the ideal vacation destination while representing Public Affairs at multiple global press conferences
- Represent Walt Disney World at public speaking engagements for organizations, like Coalition for the Homeless, to drive a positive company reputation from Disney's impact on the Central Florida community
- Invest in intern development by organizing and facilitating skills workshops
- Produce impactful electronic communication materials such as Mouse Mail, WDW All Salaried Leader emails, and affordable housing letter to the community
- Manage vendor relationships and budget for Tell-A-Cast
- Write and design a bi-weekly communication pocket guide read by 50,000 Cast Members

Brand & Story Development

HerInteractive, Seattle, WA

May 2017-Present

- Copy edit HeR News! - HeR's blog about all things Nancy Drew and updates in the gaming industry
- Work with a cross-functional team of writers, designers, and developers to create captivating narratives and dialogue for a highly acclaimed video game franchise
- Create and develop immersive narratives and puzzles for game projects

Resort Operations Assistant

Coronado Springs Resort Apr '19-Oct '19 | ESPN & Water Parks Oct '21-Jan '22

- Tracked and implemented Cast communication and engagement projects
- Worked with Gran Destino Grand Opening event organizers to ensure General Manager's remarks reflected his voice and acted as onsite support
- Executed GM's initiatives through CastTV, print collateral, weekly emails
- Amplify Cast voices by hosting round tables with the General Manager
- Coordinated photo shoots for Eyes & Ears, Yellow Shoes, and WDI
- Collaborated with internal and external communications teams to provide multimedia assets and create stories for social media channels

Publishing Strategy Support Intern

Walt Disney World Public Affairs

Jan 2019-Apr 2019

- Supported communication strategies through storytelling to inspire and share Cast Member experiences through engaging content
- Managed the content publishing system for the HUB landing page news, events, and offers, as well as the content management systems for CastLife TV

OTHER NOTABLE DISNEY EXPERIENCE

- Walt Disney World Ambassador Program Semi-Finalist, '22-'23
- Walt Disney World Ambassador Program Final 20, '24-'25,
- Disney VoluntEARS 50 for 50 Challenge Recipient
- DLR & WDW Women's Day Summit Video Production Volunteer, '19-'22
- Disney College Program PhotoPass, '18
- Kilimanjaro Safaris Guide, '19
- Rise of the Resistance Test & Adjust/Guest Flow, '19-'20
- Buena Vista Construction Company Secretary, '20-'21
- EPCOT World Showcase East Attraction Hostess, '21

PUBLIC SPEAKING & COMMUNITY INVOLVEMENT

- Elevate Orlando Career Conversation Speaker, '23
- Coalition for the Homeless Disney Summer Speaker Series Speaker, '23
- Nancy Drew Sleuth Con Panelist, '23
- DisneyVoluntEARS 50 for 50 and 10x10 Challenge
- 20+ runDisney races benefiting Give Kids the World Racer, '18-'23
- Indianapolis School for the Deaf After School Art Volunteer Teacher, '16-'18

SKILLS

Public speaking, ability to adapt to change, strong passion for the brand and company values, handle confidential information, strategic thinking, creative problem solving, organizational and time management skills, social media, written communication, AP Style, graphic design, photography, video editing