

# Karlyn Marcy

## EXPERIENCE

## CONTACT

### Digital Media Coordinator

**Association of Zoos and Aquariums** | March 2022 - present

- Responsible for managing and maintaining the Association of Zoos and Aquariums' website and microsites for various campaigns
- Develop strategy, create content, and monitor analytics for multiple brand social media accounts across Facebook, Instagram, Twitter, and LinkedIn
- Create integrated marketing campaigns for AZA and the Wildlife Trafficking Alliance
- Oversee performance of web hosting and related web services contractor, providing project management and tracking support requests
- Collaborate within and across departments to develop AZA's digital paid strategy to support the mission and goals of the organization
- Manage relationships with multiple third-party vendors and negotiate contracts

### Communications Program Assistant

**Association of Zoos and Aquariums** | May 2020 - March 2022

- Used Meltwater, Talkwalker, and Google Alerts to monitor news about AZA and our members and send a daily news report to Directors and Communications professionals at AZA-accredited facilities
- Updated and maintained pages on the AZA website
- Created strategic content and monitored the AZA and Wildlife Trafficking Alliance social media channels, engaging with the public and responding to comments
- Worked with the SVP of Communications to write press releases and respond to media requests
- Wrote articles for the AZA industry magazine, Connect, and SEO articles
- Developed and maintained relationships with the staff at over 240 AZA-accredited and certified related facilities

### Conservation Education Specialist

**Disney's Animals, Science and Environment** | January 2020 - April 2020

- Developed and shared accurate and entertaining stories about the animals at Disney's Animal Kingdom Theme Park and Epcot with Guests and Cast
- Reviewed and edited resources and materials
- Created and shared animal information and conservation materials with Guests and Cast Members across Walt Disney Parks and Resorts

### Conservation Education Presenter

**Disney's Animal Kingdom Theme Park** | June 2019 - January 2020

- Facilitated education lesson plans at 10 different "badge" locations in the park
- Engaged with and encouraged over 300 Guests a day to positively impact wildlife and wild places using fun and engaging interpretation techniques

### Creative Education Developer Professional Intern

**Disney's Animals, Science and Environment** | January 2018 - May 2018

- Created and developed animal and conservation resources and materials for Guest and Cast engagement across Walt Disney Parks and Resorts
- Researched and developed cross-curricular and experiential lessons and activities designed for DisneyNature, Marvel, and Disney•Pixar films
- Supported the planning and implementation of Disney's Animal Kingdom's 20th anniversary celebration and the annual Party for the Planet event

### Communications Professional Intern

**Walt Disney World Resort** | June 2017 - January 2018

- Facilitated Resorts and Transportation Operations through the creation of physical and digital collateral
- Provided photo and video support at Cast appreciation events

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## EDUCATION

**University of Florida**, April 2017

**Bachelor of Science**

**Public Relations**

Minor: Sustainability Studies

## SKILLS & PROGRAMS

Adobe Photoshop  
Adobe InDesign  
Adobe Illustrator  
Adobe Premiere Pro  
Basic HTML & CSS Code  
Constant Contact  
Google Analytics  
Hootsuite  
Meltwater  
Microsoft Office Suite  
Sitewrench  
Social media engagement  
Sprout Social  
Talkwalker  
WordPress

## VOLUNTEER WORK

**Association of Zoos and Aquariums**  
Diversity, Equity, Access, and Inclusion  
Working Group

Public Relations Committee

**Haven Hospice**  
Development and events

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## EXPERIENCE

### Trails Host

**Disney's Animal Kingdom Theme Park** | May 2018 - June 2019

- Educated Guests about the animals on Gorilla Falls Exploration Trail and Maharajah Jungle Trek in Disney's Animal Kingdom Theme Park
- Shared conservation messages and stories with Guests to inspire conservation actions and connect them with nature

### Communications Intern

**Gainesville Regional Utilities** | 2016 - 2017

- Created communications and marketing materials in Photoshop and InDesign
- Developed and maintained internal and external partnerships
- Monitored news mentions and industry news to create and distribute a daily newsletter for employees

### Florida Fellow

**Gulf Coast Humane Society** | 2016

- Chosen by the Southwest Florida Community Foundation to cultivate strategic public interest communications for a local nonprofit
- Researched shelter history through interviews, articles, and other media coverage
- Developed a marketing plan to raise \$70,000 in 2017
- Enhanced the marketing of the Spay/Neuter Clinic and the Veterinary Clinic
- Authored published press releases for various programs

### Assistant Director of Media Relations

**ACCENT Speakers Bureau** | 2016-2017

- Assisted the Director of Media Relations in writing press releases and potential media questions
- Assisted with media check-in at speaking events

### Communications Intern

**University of Florida's Office of Sustainability** | 2015 - 2016

- Engaged Facebook and Instagram followers through marketing environmental and conservation current events
- Created and developed a SnapChat resulting in more than 100 SnapChat friends in fewer than six months
- Assisted in the execution of the Sustainable Transportation Fair, Earth Day, and Arbor Day activities