

# DOUG BLEMKER

integrated marketing communications,  
public relations & advertising professional  
focused on live entertainment leadership

## contact information:

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## portfolio:

douglemker.com/portfolio

## skills:

advertising planning  
AP Style  
art direction  
asset management/creation  
brand management  
communication planning  
copywriting  
crisis management  
editorial writing / editing  
educator / trainer  
event planning  
graphic design  
integrated marketing  
marketing planning  
media pitches / placement  
message development  
news writing / web writing  
production photography  
project management  
public relations  
puppet building  
social media marketing  
stage management  
strategic planning  
training  
video editing  
visual design  
web design

## education:

M.A. Journalism  
M.A. Public Relations  
Ball State University

B.A. Journalism  
Franklin College of Indiana

## PROFESSIONAL EXPERIENCE

### ENTERTAINMENT GUEST EXPERIENCE MANAGER | MAGIC KINGDOM, WALT DISNEY WORLD | 2018-PRESENT

- Led the largest character operation within the Disney family with a team of leaders
- Launched new character sightings and meet and greet opportunities
- Managed character team technology infrastructure, processes and projects
- Successfully worked within and between multiple teams and areas of entertainment leaders, trained in multiple areas and teams

### INSTRUCTOR OF PUBLIC RELATIONS/ADVERTISING | UCF, ORLANDO, FL | 2015-2021

- Designed and taught upper-level, professional-focused courses in advertising copywriting, public relations writing and AP Style / business-professional writing and editing. Developed ad/pr campaigns course and Adobe suite-focused design course
- Led school level and department level leadership committees focused on success within the school and recognition of employees including diversity and inclusion
- Designed and taught Adobe design courses focused on Photoshop, Illustrator, InDesign, Premiere and After Effects

### MARKETING & PUBLIC RELATIONS DIRECTOR | ALLIED GLOBAL MARKETING, CHICAGO, IL | 2009-2017

- Project managed all asset development for touring Broadway clients
- Developed, created and launched creative department with income exceeding \$100k
- Served as art director and messaging/brand consultant for 32 national touring markets partnering with internal peers to ensure proper brief development for use by multiple outside clients and markets
- Managed, created and distributed print, online/digital, social, large format, OOH, email, collateral and photography to support key touring Broadway shows and markets
- Developed art direction and branding guides for advertising materials, social media content development, online advertising and other collateral
- Balanced multiple projects, clients and partners in confidential environments
- Developed strong relationships with Broadway creative team, agency and leadership to balance the challenges facing touring market budgeting and messaging
- Arranged, developed relationships with and trained key talent on the media messages for shows to provide on-message interviews with news organizations around the country as show public relations director
- Provided crisis and media response support with local partners in both on-call and spokesperson roles
- Stage managed all events related to show teasers including calling the event, preparation of costumes, alignment with actors' union requirements, show space, lighting and amplification
- Developed and project managed live events for touring Broadway advance trips ensuring coordination and presentation of shows, integrating and supervising all show elements and documenting all necessary union-based information focused on budgeting, execution, travel, transportation, housing, operational guidelines and partner integration
- Partnered with agents, general managers, celebrities and others to gather talent for interviews, events and publicity
- Developed press, publicity and PR campaigns specific to the communication strategies
- Developed, budgeted, managed and executed live performances and event development for touring shows
- Supported marketing efforts and planning for "Billy Elliot the Musical" and "STOMP"
- Served as public relations manager / national press rep for touring Broadway shows

**software competencies:**

Adobe Acrobat  
Adobe After Effects  
Adobe Certified Educator  
Adobe Certified Professional  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe Photoshop  
Adobe Premiere  
Camera RAW  
FileMaker Pro  
Final Cut Pro  
GSS  
HTML/CSS  
Keynote  
Meta Business Suite  
Microsoft Excel  
Microsoft PowerPoint  
Microsoft Word  
Microsoft Outlook  
Microsoft Access  
OpSheet  
PowerApps  
Quark Xpress  
SharePoint  
Teams  
WordPress  
Zoom

**PROFESSIONAL EXPERIENCE, continued****PUBLIC RELATIONS ASSISTANT / INSTRUCTOR OF JOURNALISM** | BALL STATE | 2006-2008**ASSOCIATE COMPANY MANAGER** | PHANTOM OF THE OPERA, NEW YORK, NY | 2004-2005**ASSOCIATE DIRECTOR OF PROGRAMS** | CYLC, WASHINGTON, DC | 2003-2004**GUEST RELATIONS MANAGER** | DISNEY THEATRICAL PRODS, NEW YORK, NY | 2002-2003**WALT DISNEY WORLD CAST MEMBER** | ORLANDO, FL | 1998-2002

- Guest Relations/VIP Tour Guide; Guest Talent Coordinator, College and International Programs coordinator; Magic Music Days; Youth Education Series Facilitator, Disney Days Facilitator, On-Property Sales and Communication; Entertainment performer/trainer, Disney's Animal Kingdom; Front Desk/Guest Services/Concierge, Disney's Grand Floridian Resort and Spa

**CONTRACT ROLES****WEB WRITER / DESIGNER** | DISNEY CRUISE LINE | 2013-2020

- Redesigned all on-board Port Adventures brochures
- Designed template for new Port Adventures descriptions
- Wrote and edited shore excursion descriptions for online and on-board dissemination

**DIRECTOR OF MARKETING** | WARRICK PUBLIC EDUCATION FOUNDATION, NEWBURGH, IN | 2016-PRESENT

- Managed all media hits, press releases and PR materials for local foundation
- Developed online ticketing system and processes for local theatrical productions
- Designed and produced all marketing materials including traditional and digital materials, advertising and fundraising collateral
- Designed multiple websites for use by the organization depending on need

**CREATOR** | CREATE RELATE, ORLANDO, FL | 2013-PRESENT

- Designed print, online and interactive media for clients
- Developed and designed Wordpress websites to meet client needs
- Photographed multiple touring Broadway and local theatrical productions
- Consulted and trained clients on design software and editorial writing/editing