

DOUG BLEMKER

integrated marketing communications
professional focused on strategy and delivery
specifically within the entertainment industry

contact information:

Doug Blemker
blemker@gmail.com
Orlando, FL
321-297-4698
linkedin.com/in/douglemker

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

PROFESSIONAL EXPERIENCE

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

- Managed multiple direct reports and teams focused on goals of exceeding the experience within the Character department of Magic Kingdom Park.
- Launched new character sightings and meet and greet opportunities with multiple partnerships leveraging relationship building and core stakeholder communication
- Project managed venue launches and partner relationships specific to those launches specific to scope of work and budget with specific tactics
- Managed character team technology infrastructure, processes and projects through strong organization, collaboration and strategic planning skillsets
- Successfully worked within and between multiple teams and areas of entertainment leaders, trained in multiple areas and teams in a fast-paced, constantly changing, diverse and inclusive environment

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

- Instructional 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 design course while developing and encouraging intellectual curiosity and a strong willingness to learn
- Led strategic conversations and presentations with school level and department level leadership committees on marketing, PR and advertising professional education
- 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

- Created strategic documents, roadmaps and creative briefs for all projects in line with industry trends and marketplace needs via strategic conversations and presentations within the key campaigns
- Developed, created and launched creative department with income exceeding \$100k through effective budget, timeline and scope creation
- Served as art director and messaging/brand consultant for 32 national touring markets partnering with internal peers to develop marketing campaigns focused on market research and data across multiple channels and transmedia elements
- Managed, created and distributed print, online/digital, social, large format, OOH, email, collateral and photography to support key touring Broadway shows and markets
- Developed communication strategies and campaign plans for touring Broadway shows with key stakeholder alignment and approval
- Balanced multiple projects, clients and partners in confidential environments with the flexibility to change and adjust priorities with limited resources
- 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

education:

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

B.A. Journalism
Franklin College of Indiana

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
Photo Mechanic
PowerApps
Quark Xpress
SharePoint
Teams
WordPress
Zoom

PROFESSIONAL EXPERIENCE, continued

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

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