

DOUG BLEMKER

integrated communications professional
skilled in project management 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 GEM/PROJECT MANAGER | MAGIC KINGDOM, WALT DISNEY WORLD | 2018-PRESENT

- Managed multiple direct reports and teams focused on goals of exceeding the experience within the Character & DPI departments of Magic Kingdom Park
- Launched new character sightings and meet and greet opportunities with multiple partnerships leveraging relationship building and core stakeholder communication
- Demonstrated success in project management tasks by partnering with key stakeholders, coordinating resources and delivering projects on time and within budget
- 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 ensuring smooth operation integration with technology (specifically PowerApps) to streamline processes for internal and external partners with core strategic goals focused on cost savings
- Built strong partnership and facilitated effective communication between multiple teams, stakeholders and partners to collaborate and compromise for success in opening
- 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
- Led admin tasks for area leaders including labor, schedules, stock/supply and hard ticket event production needs

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
- Ensured brand alignment with more than 32 partner markets for multiple show assets, including all marketing communication, advertising and public relations messaging
- Managed, created and distributed print, online/digital, social, large format, OOH, email, collateral and photography to support key touring Broadway shows and markets including copywriting, visual execution and creative direction
- Developed communication strategies and campaign plans for touring Broadway shows with key stakeholder alignment and approval for consistency among all markets
- Coordinated, developed and aligned third-party vendors ensuring merchandise design and execution aligned with brand vision and producer goals
- Balanced multiple projects, clients and partners in confidential environments with the flexibility to change and adjust priorities with limited resources

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
PowerAutomate
Quark Xpress
SAP
SharePoint
Teams
WordPress
Zoom

PROFESSIONAL EXPERIENCE, continued

- 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" focused on brand standards and compliance
- Served as public relations manager / national press rep for touring Broadway shows
- Shot and produced high quality production shots for touring productions of Million Dollar Quartet, Billy Elliot the Musical, Elf the Musical

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 / COPYWRITER / DESIGNER | DISNEY CRUISE LINE | 2013-PRESENT

- 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