

APPLICATION FOR EMPLOYMENT

HQ

Date Applied: October 14, 2014

Name: Cianciolo, Laura

Address: 5842 Windhover Drive, Orlando, Florida 32819

Home Phone: (407)248-3432 Alt Phone: _____ DL Class: _____

Email: lcofriars@yahoo.com

Have you ever been employed anywhere under any other name(s)? No

If yes, please list name(s): _____

Position

Applied For: Marketing/Communications Coord Req#: 14-197 Minimum Acceptable Salary: \$55,000.00

How did you hear about this position? INTERNET

Education

Depending on the position sought, you may be required to provide a copy of your high school or college transcript/degree and/or professional registration. Give dates of attendance, credit hours completed, type of degree, and major/minor. Be sure to answer "HAVE YOU GRADUATED?" List all technical and/or trade courses or programs you have completed.

Please indicate highest level of education: High School Graduate

Name/City, State of College	Dates Attended From - To	Credit Hours Completed Indicate Unit of Measure	Have you graduated? (if blank or future date, then NO)	Type of Degree	Major/Minor
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Technical skills or other training acquired or certificates, competency cards, or trade licenses you possess:

Personal Data

1. Have you ever been employed by the City of Orlando prior to this application? No
2. Does the City of Orlando employ any relative (by blood or marriage) or cohabitant of yours? No IF YES, give name/relationship, and department where they work.
3. Have you ever been convicted of a felony? No IF YES, give offense, date, county, state, and sentence for each conviction:
More? No

Previous Employment

Please give complete name and address of all employers including military employment. Dates of employment, salary history, name, and phone number of immediate supervisor must be included. Describe major duties performed and types of machines or equipment operated. A resume may be attached as a supplement; however, you must complete all information requested on the application.

Begin with your current or most recent employer and list all previous employers in chronological order. Also, account for all periods of unemployment. Omission of employment information will result in disqualification or dismissal.

Applicant Acknowledgement

You are required to sign and date your application. Falsification or omission of information will result in rejection of the application or dismissal if you are employed by the City of Orlando. In addition, an individual may be subject to prosecution under Orlando City Code Section 43.16. False Information. Your signature also authorizes the City of Orlando to request criminal checks from local, state, and federal agencies; and employment and educational information/verification from your existing and previous employers and educational institutions. All job offers with the City of Orlando are contingent upon satisfactory completion of a background check and a physical examination by an agency determined by the City. The physical examination includes screening for the presence of illegal narcotic substances.

Date Signed: 10/14/14

Electronic Signature: *Laura Cianciolo*

THE CITY OF ORLANDO IS AN EQUAL OPPORTUNITY EMPLOYER AND DOES NOT DISCRIMINATE ON THE BASIS OF RACE, RELIGION, COLOR, AGE, GENDER, NATIONAL ORIGIN, OR DISABILITY.

Laura E. Cianciolo
5824 Windhover Drive, Orlando, FL 32819
lcgofriars@yahoo.com 407-248-3432

Ideator, Creative Problem Solver, Facilitator, Art Director, Innovator, Visionary, Leader

Work Experience

Disney Destinations, LLC, Celebration, FL
Marketing Manager ~ Channel Marketing

May 2009 - July 2014

- Brand and Strategic Integration Manager for Walt Disney World® Theme Parks, Resorts, Special Offers, Annual Product and Special Events.
- Lead the strategy and development of key Business to Business to Consumer collateral including print brochures, flyers and postcards, ads, static and Flash web banners and buttons, e-mail, micro sites, wire-frames, e-brochures, video, radio, TV and billboards.
- Drive planning and production of Business to Business to Consumer social media content and calendar, such as Facebook and You Tube.
- Create messaging for internal and external Business to Business travel agent communications including e-newsletters, blogs, websites and press releases for trade publications that are segmented and channel specific.
- Develop key strategies and marketing plans through roadmaps, strategic input memos and integrated communication plans.
- Manage and plan annual operating budget for Retail Channel Marketing and Walt Disney Travel Company.
- Partner across the business with strategy, CRM, legal, pricing, sales, advertising, public relations and fulfillment to create compelling communication that drives increased awareness and sales while synergizing and supporting consumer marketing efforts.
- Lead a project team of web programmers, copy writers, artists, directors, producers and external vendors.
- Manage photography, copy and asset distribution for Walt Disney World Resort Digital Asset Management System.
- Partner with vendors to program, schedule and execute direct mail and e-mail campaigns, and print on demand materials.
- Execute clip agreements and broadcast approvals for national radio and TV spots.
- Analyze collateral usage, downloads, clicks and shares for various media to identify trends and models for future campaigns.

Marketing Manager ~ Creative Development

February 2006- May 2009

- Establish creative direction for Walt Disney Travel Company, Disney's EarMarked Program, Disney's EarMarked Rewards and 2,600 Authorized Disney Vacation Planner travel agencies.
- Partner with integration planning and publicity teams to develop creative to help support marketing strategies for Walt Disney World® Resort, Disney Cruise Line®, Disneyland® Resort and Adventures by Disney, including brochures, ads, interactive and video.
- Develop theme, décor and collateral for marketing conferences for our elite travel agents across the nation.
- Communicate creative needs and changes to advertising agencies by completing detailed creative briefs and revises.
- Review and present creative concepts to appropriate stakeholders for approval.
- Mentor a team of graphic artists as they develop creative for our sales partners and travel agents throughout the nation.
- Manage budgets and request for proposal and bidding processes for both creative and printing.

Disney Sports Attractions, Lake Buena Vista, FL

Marketing Manager ~ Sports Marketing

August 1999-February 2006

- Establish and manage timelines, budgets and deliverables for 50 third party and internal accounts and over 100 sports events and Walt Disney World® Guided Fishing Excursions.
- Partner with sales team and external clients to develop strategies and core communication tools including brochures, ads, videos and website content.
- Communicate creative needs and changes to advertising agencies by completing detailed creative briefs and revises as well as present creative concepts to appropriate stakeholders for approval.
- Write, produce and direct Disney's Wide World of Sports® Complex and Walt Disney World® Marathon interactive CD-ROMs, sales videos and sizzle videos.
- Schedule and direct video and photo shoots for all Disney Sports and Recreation events and manage extensive media library.
- Manage third party use of Walt Disney World® Resort nomenclature, logo placement and images in print, web content, video, radio and TV to help protect brand integrity.
- Assist programming and sales team with development of multimedia bid presentations, proposals and recaps.
- Establish promotional synergy programs for Sports and Recreation within the Walt Disney Company, corporate synergy and alliance partners and sponsors.

Walt Disney Attractions Inc., Lake Buena Vista, FL

Sales Coordinator ~ Youth Markets

June 1999-August 1999

- Coordinated promotions with 11 Central Florida bookstores, 4 festivals/conventions, and 8 churches for Night of Joy.
- Partnered with Word and Forefront Records to provide over 20,000 pieces of added value materials for promotions.
- Coordinated ticket contracts for individual and group sales with 42 Christian bookstores in the state of Florida.
- Developed print collateral packets for bookstores and managed all collateral and informational requests.

Promotional Support Coordinator ~ Alliance Marketing September 1998 - February 1999

- Provided promotional support for Alliance, Synergy, Broadcast Partnerships, Field Marketing and Media Relations.
- Coordinated travel, accommodations, VIP tour guides and special activities for promotions, celebrity visits and concert series.
- Acted as Disney Media representative during special events, radio remotes, and varied broadcast opportunities.

Marketing Coordinator ~ Magic Kingdom Brand Management May 1998-September 1998

- Coordinated ticket contracts and sales with 44 Christian bookstores statewide for Christian Rock concert event ~ Night of Joy.
- Developed print collateral packets for bookstores and managed all collateral and informational requests.
- Partnered with Media Relations, Broadcast Partnerships and Field Marketing/Promotions to drive awareness of event within the contemporary Christian community.
- Sourced 15,000 CD's and cassettes to be distributed to youth groups as a Night of Joy enhancement.
- Organized media round robin with talent and press, as well as assisted in filming Broadcast opportunities.

Magic Kingdom Park, Lake Buena Vista, FL

Jungle Cruise/Haunted Mansion Operations Assistant

January 1998-May 1998

Walt Disney World College Program, Lake Buena Vista, FL Fall 1997

Merchandise Hostess ~ Liberty Square

Education

Providence College, Providence, RI, Class of 1997

Bachelor of Science ~ Marketing Management

Other Data:

PC/MAC- Microsoft Word, PowerPoint, Excel, Adobe Acrobat Professional, Adobe Photoshop, Adobe Illustrator, Adobe In Design, Adobe Audition, Adobe After Effects, Adobe Premiere, Windows Movie Maker, Pinnacle Studio 8, Word Press, Vision, Marketing Central, Timeworks, ACE Project, Fox Reel, Outlook, Video Editing, Google Analytics, You Tube Analytics, Facebook Insights

Creativity and Innovation Training:

?What If! Innovation Partners, On Your Feet, Toy Box Training, Improvisation, Foursight, DISC, Myers Briggs, The Counselor Approach Journey and Forum

CERTIFICATION. My electronic signature (below) certifies that my answers to the supplemental questions below are true and complete to the best of my knowledge. I understand that falsification or omission of information will result in rejection of my application or dismissal if I am employed by City of Orlando. I also understand that an individual may be subject to prosecution under Orlando City Code Section 43.16. False Information.

Are you a current City of Orlando employee?
No.

What is your highest education level attained? (YOU MUST INCLUDE this information in your online resume or application. Failure to include at least your high-school education will result in disqualification.)
4-yr College/Bachelor Degree

Do you have a bachelor degree or higher in marketing, public relations, communications, business or public administration?
Yes

How much full-time, professional-level experience in public relations and promotions do you possess? BE SURE TO INCLUDE YOUR COMPLETE EDUCATION AND EMPLOYMENT HISTORY IN YOUR ONLINE RESUME OR APPLICATION. WE DO NOT GO TO PERSONNEL FILES TO RETRIEVE YOUR INFORMATION.
Greater than six years

Electronic Signature: I certify that the foregoing answers are true and complete. [Type your name in the space provided.]
Laura Cianciolo

Laura Cianciolo

14-197

10/14/14