

Jeany Ryu

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EDUCATION

Pepperdine University, Malibu, CA

August 2019 – April 2024

Bachelor of Science in Business Administration, Minor in Marketing

- **Cumulative GPA:** 3.69 | Cum Laude
- **Relevant Coursework:** Quantitative Analysis, Marketing Research, Organizational Behavior, Marketing Strategies

WORK EXPERIENCE

Travel Agency Sales Intern | The Walt Disney Company

January 2025 – Present

- Presented to SVP of WDW Commercial Strategy and his executive leadership team with innovative project pitch featuring an Encanto takeover of Disney's Animal Kingdom Park to drive park attendance with a total incremental revenue of \$62M
- Maintain comprehensive project trackers, meeting notes, and documentation to ensure seamless coordination of breakout sessions at Disney's annual EarMarked Summit
- Craft creative materials for Business Development Managers to enhance agent training sessions, such as designing a 50-page workbook for a training with 100 travel agents, aligning messaging with brand objectives (Canva)
- Leverage awareness of policies, current offers, and product offerings for all destinations with Disney Destinations portfolio to deliver exceptional guest service to 490+ accounts registered in *Disney EarMarked* Rewards program (Zendesk)
- Support logistics for on-site Agent Education Programs and Training Events, including conference room setup and guided resort site and ship tours, to motivate, educate, and inspire travel agents

Business Administration Office Student Assistant | Pepperdine University

August 2021 – December 2023

- Delivered administrative support to staff and faculty by managing departmental files, processing major applications, and preparing classroom materials, to improve operational efficiency
- Trained new student assistants and regularly updated Student Employee Handbook to ensure clear communication
- Planned and executed 6 department-wide events comprising of managing event inventory, designing promotional posters to drive participation, and setting up and breaking down event spaces (e.g., Holiday Hot Cocoa, Fall Apple Festival)

College & International Recruitment Coordinator Intern | The Walt Disney Company

January 2023 – June 2023

- Published articles for the Disney Programs Support Site based on Zendesk Analytics to improve candidate experience, featuring new "Advice from a DCP Alumna" section
- Answered high volume of inquiries (at least 30 per week) submitted through the Disney Programs Support Site (Zendesk)
- Supported HR processes for hundreds of incoming participants, including modifying hire statuses using SAP and Workday
- Utilized advanced Excel functions (Pivot Tables, VLOOKUP) to efficiently analyze large datasets and track candidate progress across various stages of onboarding process

Marketing and Administrative Intern | Invertigo Dance Theatre

July 2022 – December 2022

- Coordinated digital content (Instagram, Facebook) in alignment with ongoing programs to raise awareness and boost engagement for upcoming productions and events, directing synergy between marketing and outreach initiatives
- Collaborated with Community Engagement Manager to update company's website (WordPress) with blog posts and draft email newsletters (MailChimp) for event promotions enhancing overall brand presence
- Developed, launched, and hosted virtual "Celebrate Invertigo: End of Year Pop-Ups" series showcasing Invertigo's accomplishments through curated clips of previous performances aligned with each night's theme

Disney College Program – Resort Concierge | Walt Disney World

January 2022 – July 2022

- Provided excellent guest service by embodying Disney's Five Keys and guest service principles, contributing to a cohesive guest experience reflecting Disney's brand values
- Assisted and welcomed up to 186 guests daily at Disney's Riviera Resort using Disney's advanced technical systems (i.e. HotSOS, Hotel Experience, Guest Service Suite, a la Carte) to produce a personalized experience

SKILLS

- **Non-Technical Skills:** Creative Problem Solving | Clear Communication | Data-Driven Decision Making | Effective Marketing Strategy | Excellent Guest Service | Analytical Skills | Storytelling | Visual Content Creation | Social Media Strategy | Digital Marketing | Project Management | Servant Leadership
- **Technical Skills:** Microsoft Office (Teams, Excel, Outlook, Word, PowerPoint) | Google Workspace | R Studio | WordPress | Zendesk | Workday | SAP | Infinite BrassRing/Kenexa | Canva | Adobe Creative Suite | Social Media Platforms (Instagram, Facebook, TikTok, LinkedIn, EventBrite)
- **Language Skills:** English (Native) | Korean (Fluent) | Chinese (Beginner)