

BECCA BOCHNA

Marketing Strategist • Digital Creator • Social Media & Brand Storyteller

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SUMMARY

Marketing MBA and digital storyteller with hands-on experience in social media strategy, content creation, event marketing, ecommerce merchandising, and brand development. Proven ability to grow online communities, drive engagement, launch high-performing marketing campaigns, and analyze performance to guide strategy. Blends creativity with data, backed by 8 years of experience at Walt Disney World Resort and successful ownership of a small creative brand. Passionate about community-driven marketing, visual storytelling, and building meaningful brand experiences.

CORE COMPETENCIES

Digital Marketing • Social Media Strategy • Content Creation • Brand Development • Trend Forecasting • Event Marketing • Ecommerce Merchandising • Visual Storytelling • Customer Journey Optimization • Project Coordination • Cross-functional Collaboration • Analytics & Insights • Creative Problem Solving

MARKETING EXPERIENCE

Marketing Specialist – Entertainment Apparel

(2020–2021)

Walt Disney World Resort

- Led digital marketing and social media content creation using Wix for product launches, email campaigns, and promotional posts.
- Coordinated B2B communication with theme parks nationwide, managing licensed apparel orders and shipments.
- Created and scheduled digital marketing assets, maintaining brand accuracy for licensed IPs including Marvel, Warner Bros., The Simpsons, Peanuts, and DC Comics.

- Produced graphics, product photos, and marketing copy to support ecommerce visibility and sales.
- Improved customer engagement through visually consistent digital storefront updates and storytelling-focused promotional content.

THE BANDWAGON SOCIETY — BUSINESS & MARKETING WORK

The Bandwagon Society | *Creator & Marketing Strategist* | 2022–Present

- Lead all digital marketing initiatives, including social media strategy, content planning, Reels production, product launches, and audience engagement.
- Designed & executed a January 2026 growth strategy resulting in **316K+ views**, **83% non-follower reach**, **90+ followers gained**, and **record monthly sales**.
- Developed the **4-for-\$10 sticker bundle**, increasing average order value, reducing decision fatigue, and improving market-day sales consistency.
- Built pre-event marketing campaigns for local markets, improving foot traffic, booth visibility, and sales performance.
- Manage ecommerce operations, product photography, product descriptions, merchandising, and customer communication.
- Conduct analytics reviews using Instagram Insights & Square data to refine strategy and improve conversions.
- Create branded visuals and digital assets using Canva, Procreate, and Adobe tools.

MARKETING-ADJACENT PROFESSIONAL EXPERIENCE

Operations Training Assistant – Disney Photo Imaging

Walt Disney World Resort | (2024–2025)

- Developed training content and materials, applying principles of clear communication, content strategy, and brand consistency.
- Facilitated classes and meetings, improving team engagement and information clarity.

- Supported cross-functional initiatives, using project coordination skills to meet timelines and deliverables.
- Interpreted data and feedback to refine training resources, improving user experience and process adoption.

Entertainment Assistant (Relief) – EPCOT Entertainment

Walt Disney World Resort | (2023–2024)

- Coordinated event logistics, leadership schedules, and internal communication for EPCOT Entertainment.
- Assisted in preparing internal Cast events and managing supply, device inventory, and workflow organization.
- Captured guest performer photos for the **My Disney Experience** app, contributing to digital storytelling and audience engagement.

Disney Photo Imaging Coordinator – EPCOT

Walt Disney World Resort | (2018–2024)

- Led daily Cast deployment, supported PhotoPass operations, and ensured high-quality visual content aligned with Disney brand standards.
- Provided coaching and feedback to photographers on storytelling, composition, and guest engagement principles.
- Supported After Hours events as PhotoPass lead, gaining hands-on event coordination experience.

PhotoPass Photographer – EPCOT

Walt Disney World Resort | (2018–2024)

- Captured high-quality guest photos reflecting Disney’s visual storytelling standards; assisted 150+ guests per hour.
- Supported sales operations by helping guests select, view, and purchase photo packages.

- Strengthened brand loyalty through excellent guest communication and emotional storytelling.

EARLY CAREER EXPERIENCE

Graphic Designer – MGM Services

(2013–2018)

- Designed banners, posters, and print collateral; produced custom apparel and printed merchandise.
- Operated production equipment and executed rapid-turnaround client needs.

EDUCATION

MBA, Marketing Concentration

Purdue Global University

Graduate Certificate, Social Media & Journalism

University of Florida

Certificate, Digital Marketing

Wilmington University

BS, Graphics & Multimedia (Dean's List, Photography Award)

California University of Pennsylvania

TECHNICAL SKILLS

Social media: Instagram, Meta Business Suite, TikTok (strategy), Reels production

Design Tools: Canva, Procreate, Adobe Creative Suite

Marketing Tools: Instagram Insights, Square Online, Wix, QR systems

Productivity: Microsoft Office, Smartsheet

Other: SAP Concur, Photography, Copywriting, Content Planning