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# SAMANTHA GRACE ZELLERS

## Product Management | Digital Marketing & Technology | Data & Analytics

*Results-driven Product Owner with 10+ years experience scaling digital platforms within Entertainment, Hospitality & Tech, with a record of product growth & delivery of magical Guest experiences – to infinity & beyond!*

### Professional Experience

#### **Product Manager, Disney Experiences; Orlando, FL — 2020–Present**

- Supported Disney Parks App strategy to optimize engagement 80% YoY of app features including native video, push messaging, & event guides, leveraging cross-functional teams across Tech, UX, & Content
- Accountable for mobile app amplification vision & roadmap, leveraging platform integration, new feature development, & optimization of operational tactics such as QR codes to achieve 75% YoY audience growth

#### **Digital Messaging Producer, Disney Experiences; Orlando, FL — 2019**

- Partnered with Product, Tech, & Analytics on large-scale mobile campaigns for high-visibility launches of new Lands & Attractions such as *Star Wars: Galaxy's Edge* & key TWDC initiatives such as *Disney+*
- Supported \$5M+ portfolio of digital reservation systems for Food & Beverage and Transportation & Resorts Products, coordinated development support for product backlog for Mobile Order & Digital Key services

#### **Digital Campaign Specialist, Cox Media Group; Orlando, FL — 2018**

- Managed \$11M+ media budgets for email & search marketing, livestream displays, & targeted advertising campaigns; decreased time to market by 50% implementing ServiceNow for Travel & Hospitality clients

#### **CRM Marketing Representative, Universal Destinations & Experiences; Orlando, FL — 2017**

- Supported seasonal promotion of Universal Orlando Marquee events via coordination of direct mail & email marketing tactics, including Annual Passholder retention & acquisition campaigns for new 3-Park product

#### **Digital Marketing Specialist, Penn Entertainment; Wyomissing, PA — 2016**

- Coordinated Corporate campaign strategy & creative delivery across 25+ regional properties, partnering with leads to align Signature Events & on-site launch of *HollywoodCasino.com* free-to-play mobile product

#### **Multimedia Design Professional, RBAR; Wyomissing, PA — 2014–2015**

- Led strategic enhancements for local REALTOR® association & Buyers Real Estate Weekly magazine to improve digital web presence, implemented advertising revenue streams, & increased readership by 30%

### Previous Education

Bachelor's Degree in Entertainment Business; *Full Sail University, Winter Park, FL*– 2013

### Tools & Platforms

Braze • Productboard • Figma • Asana • Tableau • Adobe Analytics & Marketing Suite  
Google Analytics & Data Studio • AI (ChatGPT, Gemini)

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