

TREY ANTHONY SOTO

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Brand and media representative professional with communications, ambassadorship, and analytical thinking success in diverse industries. Strong collaboration skills to meet time-sensitive demands and adaptability to organization needs to maintain stability and positive outcomes.

WORK EXPERIENCE

Access Advisor

Kent State University | Kent, OH

February 2025 – Present

- Determine and implement appropriate academic accommodations for 200+ disabled students through interviews and evaluations of medical, psychological, and neuropsychological documents
- Advise students, parents, faculty, and staff on disability accommodations, policies, and procedures through meetings, on-campus events, and published material
- Collaborate in meetings regarding social media posts, campus events, and with partnered organizations of the university

Merchandise Sr. Lead

Old Navy | Stow, OH

July 2024 – February 2025

- Assist managers as their second-in-command with customer service and relations tasks
- Implement quality customer service, especially in problem-solving and de-escalation
- Successfully earned multiple membership and credit card sign-ups through quality customer service, resulting in the highest credit card ups for two months straight
- Accurately handled product shipping to ensure customers' orders were complete

Content Writer

Salem Media Group | Arlington, VA (Remote)

November 2022 – November 2024

- Successfully research, write, edit, and publish pieces based on various historical topics for Salem Media, which receives 100,000 to 1 million views in website traffic per year.
- Work closely with the Editor to ensure SEO content and research information accuracy
- Implement new ideas and topics to reach a wider Christian audience and unbelievers
- Apply 5-7 years of previous freelancing writing experience to position responsibilities

Communications Coordinator

St. Matthew's Church & School | Newport Beach, CA (Remote)

March 2023 – April 2024

- Implemented social media content to cultivate online community and engagement
- Edited and uploaded video and MP recordings for content marketing purposes
- Implemented a social media calendar to keep track of posts and schedule new ones
- Conducted marketing research to identify strategies for fundraising growth
- Reported on social media campaign performances using analytical tools

Department & Communications Trainer

The Disneyland® Resort | Anaheim, CA

July 2016 – November 2023

- Provided accommodations for new hires regarding a wide range of disabilities (i.e. cognitive, trauma, neurodivergence, etc.) during hands-on training and onwads
- Conducted inspections and performance reviews to ensure compliance with safety, productivity, Guest service, disability awareness, and company brand alignment
- Recognized for earning 25 Guest Compliments and 100+ Key Cards related to Cast Member Safety, Courtesy, Inclusion/Diversity, Showmanship, and Efficiency
- Contributed and negotiated within the Disney Safety Committee regarding safety concerns, disability accommodations, and an overall positive vision for the department

Public Relations Associate Intern

Tyler Barnett PR | Beverly Hills, CA

June 2021 – September 2021

- Successfully completed internship duties and requirements for one of Los Angeles County's leading public relations firms
- Strike deals when managing successful negotiations for client brand advertisement
- Manage media spreadsheets for multiple clients (i.e. audits and influencer databases) and deliver successful monthly reports through PP presentations and storytelling
- Draft media pitches, presentations, and news clippings

EDUCATION

UNIVERSITY OF DENVER

Master of Arts, Communication Management,
Public Relations Emphasis

BIOLA UNIVERSITY

Bachelor of Arts, Communication Studies
Interpersonal & Rhetorical Theory Emphasis

CERTIFICATIONS

META®

Social Media Management

COURSERA PROJECT NETWORK

Social Media Graphics in Canva

SEMRUSH ACADEMY

SEO Principles and Fundamentals

LINKEDIN LEARNING

Disability Readiness for Leaders & Managers
Inclusion Equity for Workers with Disabilities
Social Media Marketing Foundations

THE DISNEY COLLEGE PROGRAM

Disney Marketing Yourself
Disney Blended Learning
Disney Leadership Analysis

SPECIALIZED SKILLS

Brand Representation

Social Media Management

Communications & Teaching/Lecturing

RELEVANT SKILLS

- Marketing analysis and trends
- Google Suite & Google Drive
- Microsoft Office (Outlook, Word, Excel)
- Social Media outlets
- Adobe Lightroom & Acrobat
- Adobe Illustrator & Express
- Mailchimp, Linktree, Squarespace, Canva
- Problem Identifier and Solver
- Editing and proofreading