BRANDON

Brandon Cuero

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brandoncuero.com

Emerging communications professional and UCF advertising and public relations student with experience in social media marketing, nonprofit education, live entertainment and guest operations. Pursuing communications opportunities in entertainment and hospitality.

Experience

Character Performer
Disney Cruise Line | Jan 2026 - Sep 2026

- Brought Disney characters and stories to life aboard Disney Treasure, maintaining character integrity, authenticity and consistency.
- Starred in Disney's Seas the Adventure, contributing to a dynamic theatrical production.
- Entertained thousands of guests daily through live entertainment, character meet-and-greets, photo opportunities and personalized interactions.

Marketing & Public Affairs Intern
Paving the Way Foundation | May 2025 - Aug 2025

- Created social content supporting human trafficking awareness, prevention and education.
- Translated prevention information into clear, accessible posts for community audiences.
- Supported educational sessions for Central Florida schools and youth programs by preparing presentations, organizing resources and assisting with program logistics.
- Collaborated with the team to align social content and educational materials with its mission.

Character Performer
Walt Disney World | May 2024 - Dec 2025

- Led GoofyCore's opening and daily operation at EPCOT, welcoming 300,000+ guests over three months and achieving the highest guest satisfaction ratings among seasonal offerings.
- Delivered authentic character experiences through meet-and-greets, photo opportunities and personalized guest interactions.

Social Media Marketing Intern
Florida LEADS Project | Apr 2024 - Aug 2024

- Applied focus-group feedback to refine social messaging and visual content for intended audiences.
- Developed social media strategies and materials supporting Florida LEADS Project objectives.
- Created engaging, informative content for Facebook, Instagram and LinkedIn.
- Designed graphics and visuals using Canva and Affinity Designer.
- Collaborated with the project team to align social content with project goals.

Education

University of Central Florida
Advertising, Public Relations & Applied Communication
Expected completion May 2027 · Orlando, Florida

Skills

Copywriting · Editing · Proofreading · Audience research
Presentation design · Microsoft Office and Teams · Canva · Affinity Designer
Social media strategy · Content creation · Storytelling
English: native or bilingual · Spanish: limited working proficiency

Certifications

Social Media Marketing · HubSpot Academy
Advertising on TikTok · LinkedIn
Social Media Marketing: Strategy and Optimization · LinkedIn
Communicating with Confidence · LinkedIn

COMMUNICATIONS & GUEST EXPERIENCE

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