

AVIVA B. EZRING

Phone: 734.646.0005 Email: AvivaEzring@gmail.com Website: www.avivabezring.com

Based in Orlando, FL

Executive Learning, Talent Development & Employee Engagement Leader

EXECUTIVE SUMMARY

Senior executive with 20+ years of progressive leadership at the intersection of Learning & Development and entertainment experience design, spanning global membership organizations, theme parks, and hospitality brands. Expert in architecting and scaling high-impact learning ecosystems from instructional design and LMS implementation to certification programs and leadership development that drive measurable gains in engagement and operational performance. Equally fluent in the language of live entertainment: producing shows, casting talent, directing guest experiences, and leading creative teams from concept through curtain. A strategic bridge between people development and immersive experience design, trusted to translate organizational vision into both transformational training programs and unforgettable guest moments.

AREAS OF EXPERTISE

*Global L&D Strategy & Curriculum Design ~ Talent Acquisition, Casting & Auditions ~ Event Design & Live Show Production
Instructional Design & eLearning ~ Budget Management & Vendor Contracts ~ Stage & Production Management
LMS Implementation & Administration ~ Executive Facilitation & Public Speaking ~ Leadership Development Programs
Change Management & Workforce Development ~ Internal Communications Strategy ~ Employee Engagement & Recognition Cross-Cultural Team Leadership ~ HR Operations & Compliance*

PROFESSIONAL EXPERIENCE

International Association of Amusement Parks and Attractions (IAAPA), Orlando, FL

Senior Director, Professional Development & Education

Feb 2025–Present

- Lead global professional development and education strategy for thousands of IAAPA members, aligning, webinars, certifications, young professional programs, and leadership programs with industry and workforce priorities.
- Expanded the learning portfolio through hybrid formats and strategic licensing deals, while partnering with regional teams to deliver culturally relevant experiences.
- Built strategic partnerships with industry leaders, subject matter experts, and academic institutions to advance operational excellence, guest experience, and talent development.
- Directed cross-functional teams and external vendors delivering global programs and events; represented IAAPA at industry forums as an advocate for lifelong learning and workforce development.
- Aligned young professional programming across regions and doubled mentorship program participation each year after the program transitioned into the Professional Development portfolio, while diversifying pairings and strengthening leadership pathways.

United Parks & Resorts, Orlando, FL

SeaWorld, Aquatica, Discovery Cove - HR Manager, Training & Ambassador Services

Jun 2022–Feb 2025

- Raised completion of corporate and park training initiatives by 30% within the first six months through stronger execution, accountability, and leader partnership.
- Led park implementation of Workday Learning within the enterprise Workday HCM and LMS transformation.
- Directed employee engagement and recognition strategy, including monthly events, peer-to-peer recognition, and a redesigned employee-of-the-month program.
- Built internal communications branding that doubled annual messaging across multiple platforms and broadened employee reach.
- Elevated onboarding through department training and an enhanced park tour; designed leadership enrichment for seasonal interns and advised park leaders on learning, employee relations, and recognition.

Cedar Fair Entertainment Company, Kansas City, MO

Worlds of Fun & Oceans of Fun - Human Resources Senior Training Specialist

Nov 2020–May 2022

- Led instructional design and project management for enterprise and park-level instructor-led and eLearning programs, influencing learning strategy across the Cedar Fair portfolio.
- Directed local implementation of UKG Dimensions/Kronos and helped build and launch the Ceridian Dayforce LMS as a corporate training team member and park learning leader.
- Provided HR duty leadership across employee relations, hiring, onboarding, and seasonal HR team performance; also developed entertainment direction and training for the return of Halloween Haunt.

Paramount, Orlando, FL

Team Nick Training Manager, Corporate Trainer, & Walk-Around Character Coordinator

Apr 2016–Apr 2025

- Contributed to the redesign and executive approval of global Nickelodeon brand and performance training in partnership with IP, creative, design, and copy teams.

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- Sourced, certified, and developed trainers; customized and facilitated train-the-trainer and walk-around character training programs for licensing partners worldwide.
- Directed onsite and virtual Nickelodeon brand training for all employees and led end-to-end walk-around character program installation for new global licensing partners, providing hands-on coaching for performers and leaders from initial rollout through soft opening.
- Provided global brand governance through casting approvals, talent certification, script review, and project management for location-based experiences and non-ticketed productions.

Holiday Inn Resort & Waterpark (formerly Nickelodeon Suites Resort), Orlando, FL

Senior Manager, Entertainment

Jul 2010–Feb 2019

- Directed entertainment operations, scheduling, payroll, talent management, recruiting, auditions, casting, contracting, and guest experience for a high-volume resort and waterpark.
- Led production and training for shows, events, performers, and supervisors; served as resort manager on duty and as acting leader for entertainment, recreation, and aquatics.
- Created revenue-generating celebrations, events, and customized amenities; guided the successful transition from Nickelodeon-branded to independent entertainment offerings.

Universal Orlando Resort, Orlando, FL

Entertainment Coordinator; Talent Booking & Casting Coordinator; Stage Manager, Marquee Events *Sep 2004–Nov 2020*

- Advanced through park operations, event operations, talent booking and casting, and stage management roles supporting daily operations, marquee events, private experiences, productions, and seasonal programs.
- Supported grand-opening event and park operations for The Wizarding World of Harry Potter, coordinating with park executives, local & national media, park talent & crew, and VIP guests.
- Directed daily event execution, scheduling, payroll, training, rehearsals, documentation, finance coordination, vendor coding, and cross-functional communication.
- Administered auditions, offers, onboarding coordination, talent logistics, backstage tours, and production liaison support for filming and photography across the parks.

EDUCATION

Master of Music in Voice Performance, UNIVERSITY OF MICHIGAN ■ Ann Arbor, MI

Bachelor of Music in Voice Performance, UNIVERSITY OF NORTH CAROLINA AT GREENSBORO ■ Greensboro, NC

PROFESSIONAL DEVELOPMENT

IAAPA Certified Attractions Executive (exp. 12/2028) | **Adult, Child & Infant CPR/AED/First Aid** (exp. 5/2027) | **Certified Guest Service Professional** | **Certified Hospitality Supervisor**

TECHNICAL ACUMEN

Microsoft Office 365 | Articulate 360 | Adobe Creative Cloud | Kronos | ADP | iCIMS | Ceridian Dayforce | Workday | SAP