

AVIVA B. EZRING

Address: 7343 W Sand Lake Rd, Apt 149, Orlando, FL 32819

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

Learning & Development and Employee Engagement Leader

QUALIFICATIONS PROFILE

Seasoned, highly methodical, and results-driven professional with comprehensive experience in all aspects of training, operations, and event management, coupled by strong background in guest service within hospitality and entertainment settings. Expert at developing detailed strategic plans to enhance employee appreciation and increase guest satisfaction through training initiatives. Known for proactive management approach in leading team efforts to improve processes and maximize revenue opportunities. Recognized for integrity, unparalleled work ethic, and organizational aptitudes in handling multiple priorities within fast-paced environments. Armed with solid interpersonal and communication skills in building productive rapport and collaborating with key clients, stakeholders, and management with intermediate knowledge of Spanish language.

AREAS OF EXPERTISE

***Training & Facilitation ~ Instructional Design ~ Public Speaking ~ Stage Management ~ Business Administration
Budgeting ~ Contract Negotiation ~ Internal Communication Campaigns ~ Staffing and Casting ~ Show Production & Direction***

PROFESSIONAL EXPERIENCE

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

Senior Director, Professional Development & Education

Feb 2025–Present

- Lead the global strategy and execution of IAAPA's professional development programs, serving thousands of members across the attractions industry.
- Oversee the design and delivery of educational content for conferences, webinars, certification programs, and leadership development initiatives.
- Collaborate with international teams to ensure culturally relevant and regionally tailored learning experiences.
- Spearhead the expansion of IAAPA's learning portfolio, including the launch of new microlearning modules and hybrid training formats.
- Partner with industry leaders, subject matter experts, and academic institutions to align content with evolving industry standards and workforce needs.
- Drive member engagement through innovative programming focused on operational excellence, guest experience, and talent development.
- Manage cross-functional teams and external vendors to deliver high-impact events and training experiences globally.
- Represent IAAPA at industry events and forums, advocating for lifelong learning and workforce development across the attractions sector.
- Align global young professional programming across regions to foster industry engagement, career development, and leadership pathways; expanded IAAPA's mentor program to increase participation, diversify mentor-mentee pairings, and strengthen cross-generational connections.

United Parks & Resorts, Orlando, FL

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

Jun 2022–Feb 2025

- Improved training completion rates for both corporate and park initiatives by 30% in first 6 months of tenure
- Elevated the new hire experience through development of department GOP training and an enhanced park tour experience
- Leader for implementation of Workday Learning as part of the company-wide implementation of Workday HCM & LMS
- Leader for employee engagement and recognition, tasked with developing a committee to plan and execute monthly employee events, alongside a corporate designed, but park driven recognition and rewards program
- Developed peer-to-peer recognition program to enhance existing company recognition program
- Sponsor for a team of hourly employees who designed and implemented an updated employee of the month program
- Park leader for company-wide review and implementation of new uniform ordering and distribution processes
- Leader for development of internal communications branding, increasing reach and doubling messaging throughout the year on multiple communication platforms
- Designed training and enrichment program for seasonal internship program focused on leadership experience and development
- Cultivated interdepartmental relationships to become a resource for park leaders regarding learning & development, employee relations, and recognition & appreciation

Cedar Fair Entertainment Company, Kansas City, MO

Worlds of Fun & Oceans of Fun Human Resources Training Manager

Nov 2020–May 2022

- Project manager and instructional designer for the creation, updates, and re-design of instructor led and eLearning training modules for Cedar Fair Entertainment corporate and local park training initiatives
- Member of the corporate training community with influence and input regarding global training strategies and initiatives to impact guest and employee experiences at all Cedar Fair Entertainment parks

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- Leader for implementation of UKG Dimensions/Kronos timekeeping system
- Leader for build and implementation of Ceridian Dayforce LMS as part of corporate training team and park training leader
- Human Resources duty manager coverage including management of employee relations, hiring decisions, onboarding processes, and performance of seasonal HR staff
- Provided show direction, creative breakdowns, and new training materials and programs for the return of Halloween Haunt

Paramount, Orlando, FL

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

Apr 2016–Present

- Project manager for the update and re-design of brand training materials, including editing content and partnering with internal design and copy teams to attain executive approval of final product
- Source and certify new trainers to facilitate brand training and walk-around character training for global licensing partners
- Cast and provide brand approval of character talent for licensing partners
- Facilitate and customize Nickelodeon brand training and walk-around character training for licensing partners across the world to set the brand standard for performance and service at location-based experiences
- Create and facilitate train the trainer program to ensure maintenance of all brand standards globally
- Collaborate with IP executives and creative teams to create training materials for new and re-branded walk-around characters
- Review of script submissions from concept through production to elevate brand experiences and recognition and enhance consumer product promotions globally
- Project Management & casting approvals for non-ticketed shows

Holiday Inn Resort & Waterpark, Orlando, FL

Senior Manager, Entertainment

Jul 2010–Feb 2019

- Rendered keen oversight to daily operation of the resort, including scheduling, payroll, and talent management
- Conducted recruitment, coordination, and execution of auditions and job fairs, while providing casting and hiring decisions and job offers to candidates
- Led the production, direction, and execution of entertainment shows, events, and activities to improve return on investment (ROI) and guest loyalty
- Strategically developed and supervised training for character performers, show and activities assistants, and supervisors
- Sourced and contracted musical acts, magicians, and illusionists for added guest value and entertainment
- Assisted in design and development of new Holiday Inn Resort walk-around characters
- Presided over IHG True Hospitality training to motivate staff in attaining guest service goals
- Fulfilled diverse roles such as manager on duty for the resort to deliver first-rate guest service, as well as director of entertainment, recreation, and aquatics in the absence of the director

Career Highlights:

- ✓ Recognized with the Manager of the Quarter Award in the first quarter of 2011
- ✓ Served as the driving force for the successful transition of the resort from Nickelodeon branded entertainment to non-branded entertainment offerings
- ✓ Established revenue-generating parties and events, such as new and updated birthday celebrations and customized amenities, which brought positive impact to company profit

Universal Orlando Resort, Orlando, FL (2004–2020)

Entertainment Events Coordinator

Jan 2008–Nov 2020

- Function as liaison for company and contracted talent for private events, including setup of break spaces and performance areas and ensuring timely appearances for meet and greets and shows.
- Maintain Gig event database, including receipt of event prospectuses, creating new events, assigning events to management and assigning charge codes to events
- Prepare financial comparisons and act as liaison with finance department to ensure proper coding for payments to vendors
- Assist with maintenance and execution of seasonal backstage tours for team members, guests and VIPs
- Function as liaison with Universal Orlando Production Group for filming and still photography shoots throughout Universal Orlando property

Career Highlight:

- ✓ Successfully managed grand opening events operations for Wizarding World of Harry Potter, encompassing local media, NBC's Today show in coordination with the cast of the movie, John Williams, and the Orlando Philharmonic Orchestra

Talent Booking and Casting Coordinator

Nov 2005–Nov 2020

- Offer effectual guidance to prospective team members on audition process from registration to audition room and callbacks/fittings

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- Expertly administer job offer process from offer development, job duties confirmation, compensation, and newly hired employees paperwork and orientation coordination with the Human Resources Department

Stage Manager, Marquee Events

Sep 2005–Apr 2010

- Handled various events including Halloween Horror Nights, Grinchmas, Macy's Holiday Parade, and Mardi Gras Parade
- Efficiently oversaw day-to-day operation of each event, involving scheduling, payroll, and archival documentation, as well as interdepartmental communication and collaboration to ensure continuous, smooth operation
- Accomplished the modification and administration of training and rehearsals for each event
- Assumed full accountability in facilitating development and training of stage managers and coordinators
- Capitalized on industry expertise in delivering quality guest service to gain repeat visits from park guests through personalized very important person (VIP) experience and guest recovery

Career Highlight:

- Obtained the Bravo Award in 2008 for demonstrating outstanding performance and professionalism

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

Certifications:

International Association of Amusement Parks and Attractions (IAAPA):

IAAPA Certified Attractions Executive (exp 12/2028)

American Heart Association:

Adult, Child, Infant CPR/AED/First Aid (exp 5/2027)

American Hotel and Lodging Education Institute:

Certified Guest Service Professional | Certified Hospitality Supervisor

TECHNICAL ACUMEN

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