

KARINA SCHINK

content

— samples —

The Walt Disney Company

2018 - 2019

D23 Expo

For D23 Expo, my role as the Content Specialist and Producer was to create and manage the editorial calendar. This included maintaining timelines, communication with sponsors, writing, pitching ideas, as well as working with the entire editorial team to produce the content.

The Process

Here is a look at the editorial calendar I organized. It includes articles, sponsors, Fanfare (the D23 weekly email), and due dates for other editorial needs (i.e. copy for the app).

JULY 2019						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
		Studio Store Press Release	History of runDisney (promotion for marathon medal pickup at Expo)	Lucasfilm Press Release	Design Challenge Winners Announced (App Copy Due)	
14	15	16	17	18	19	20
	NatGeo Press Release	RawThreads listicle (Included in Fanfare, sponsored post)	Parks and Resorts Press Release	Fanfare Goes Out	COMIC CON HOLD	EXPO CONTENT
21	22	23	24	25	26	27
COMIC CON	COMIC CON COVERAGE	Marvel Press Release D23 Expo App Launch	Cosplay Photo Shoot Announcement (tent.) Expo Books Release (Sponsor to provide full article and photos)	ABC Press Release Sunglass Hut Video #1	D23 Expo Notification Copy Due Gold Member Benefits page launch	
28	29	30	31			
	American Tourist Packing Tips (sponsored post) Alamo article - send for review	DTCI/Disney+ Press Release	Alamo Quiz (Savannah)			

AUGUST 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 "Other Expos Panel" Press Release Sunglass Hut Video #2	2 BoxLunch Experiences Article (call out to Photo Opps + Merch)	3
4	5 Alamo - Disney Parks Attractions Around the World (due one week before pub date + include in Fanfare)	6 Bandai Namco Post (sponsor to provide) (hold a space for Disney Aspire)	7 Autopia Trivia Article (Savannah) (hold a space for Disney Aspire)	8 "Studios" Press Release FANFARE GOES OUT	9 Alamo Quiz (sponsored post) D23 - Haunted Mansion anniversary (<i>priority</i> , light Expo content)	10
11 Expo Photo Walls Listicle Cosplay Photoshoot Promo: "Last Minute Cosplay Ideas" Badge Registration Opens + Page Launch	12	13 Alamo - Greatest Roadtrips from Disney films (include in Fanfare)	14 Gameloft sponsored post (sponsor will provide article) Expo exclusive Black Tap promo announcement	15 Sunglass Hut Video #3	16 H20+ (Little Mermaid products, sponsored post)	17
18 Disney+ Deal Reveal "# Expo Survival Tips You Need to Know" Post	19 D23 Expo Spotify Playlist launch (Savannah)	20	21	22 D23 Expo Archives Costume Exhibit Walkthrough (sneak peek style, first article from Expo)	23 EXPO	24 EXPO

The Content

D23 Expo required a mixture of content, from press releases, to fun quizzes and listicles, to more full length articles. I managed and scheduled all articles, as well as built them on Word Press, while also contributing as a writer.

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D23
The Official Disney Fan Club
CELEBRATING
FAN-TASTIC
10 YEARS

JOIN D23 MEMBERSHIP DISNEY+ D23 EXPO NEWS EVENTS WALT DISNEY ARCHIVES

HOME / D23 EXPO / D23 EXPO 2019 UPDATES / AND SEW IT BEGINS: A FIRST LOOK AT WALT ...

D23 EXPO SCHEDULE GOLD MEMBER BENEFITS THINGS TO KNOW < D23 EXPO 2019 UPDATES > ABOUT D23 EXPO

And Sew It Begins: A First Look at Walt Disney Archives Presents
Heroes and Villains: The Art of the Disney Costume Exhibition

AUGUST 22, 2019

By Max Lark and Karina Schink

The fabled Walt Disney Archives, which will celebrate its 50th anniversary next year, has once again curated an exhibit for the D23 Expo, one that presents more than 70 spectacular costumes, from *Mary Poppins* to

RELATED STORIES

Be a Part of the First-Ever Official D23 Expo Cosplay Photo Shoots
[See more](#)

MARVEL JUST ANNOUNCED: D23 Expo Marvel News You'll Love 3,000
[See more](#)

All the Magic Walt Disney Animation Studios and Pixar Animation Studios Are Bringing to D23 Expo 2019
[See more](#)

“And Sew It Begins” by Max Lark and Karina Schink ([link](#))



disneyd23 • Following
Anaheim Convention Center

zxxwi My guests
7w Reply

kyra_white I literally almost cried
7w Reply

erikacarlabarbosa
@tainayasmin162628
7w Reply

diversao_tododia Wooww
5w Reply

Liked by zachjohnson87 and 56,640 others
AUGUST 22

Add a comment... Post

Instagram post ([link](#))

Social Posts

As a Content Specialist, I worked hand-in-hand with our social media producer to promote articles, review analytics, and work to increase engagement.

Twitter ([link](#))

Disney D23
@DisneyD23

FIRST LOOK: Check out @TWDCArchives' stunning exhibit at #D23Expo: bit.ly/2Npwb2

4:17 PM · Aug 22, 2019 · Twitter Web App

318 Retweets 1.4K Likes

Producing

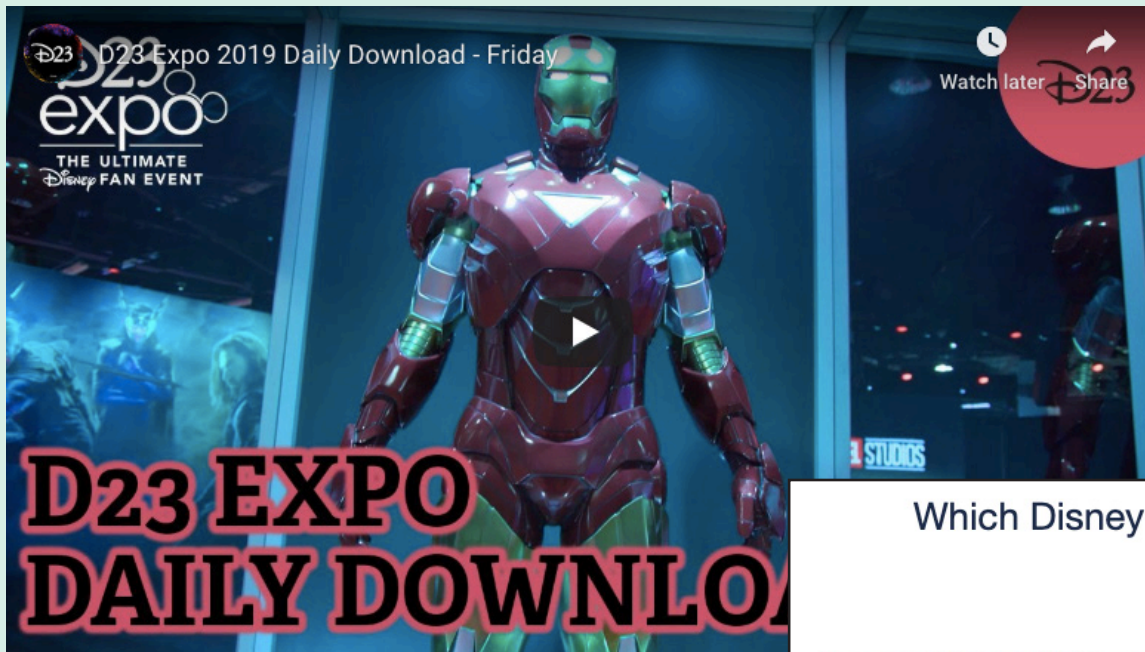
While I did put pen to paper quite often, as a producer I edited photos, built content on Word Press, and worked with the writer to make sure we were creating high performing articles our readers would love.



Article: “Lucasfilm Brings 40 Years of Stormtroopers to D23 Expo 2019” ([link](#))

Article & Gallery “You’ll Never Believe These Incredible Costumes from D23 Expo’s Mousequerade Presented by Raw Threads!” ([link](#))





Video: "D23 Expo Daily Download" ([link](#))

Which Disney Character Should Be Your Vacation Buddy?



Pick your go-to road trip song

"How Far I'll Go"

"Stand Out"

"When Will My
Life Begin"

"Life is a
Highway"

SELECT

SELECT

SELECT

SELECT

Quiz: "Which Disney Character Should Be Your Vacation Buddy?" ([link](#))



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JULY 23, 2019

by D23 Expo Team

Today marks one month until D23 Expo 2019. That's right, there's just ONE month to go! Can you tell we can hardly wait?

Well, we're excited (x 3000) to announce all of the awesome things Marvel is assembling at D23 Expo 2019!

Inside the Marvel Studios Pavilion on the show floor, you can step inside the action of the record-breaking *Avengers: Endgame* at a D23 Expo-exclusive video experience, and tour the costume gallery to see costumes worn by characters from the Marvel Cinematic Universe.

Throughout the weekend, Marvel Studios will host panels with filmmakers and artists, as well as special talent signings inside the Pavilion. You can even test your knowledge of the Marvel Cinematic Universe with daily trivia games for prizes, proving you'll do whatever it takes.

RELATED STORIES



Get a Close-up Look at Epcot's Transformation and More at D23 Expo 2019

[See more](#)

JUST ANNOUNCED: National Geographic Comes to D23 Expo 2019 for the First Time

[See more](#)

JUST ANNOUNCED: We've Got a Good Feeling About Lucasfilm at D23 Expo 2019

[See more](#)

Marvel Studios Press Release ([link](#))



Disney D23 
@DisneyD23

JUST ANNOUNCED: [@Marvel](#) reveals epic new experiences headed to [#D23Expo](#), including an exclusive [#AvengersEndgame](#) video experience and the chance to see sneak peeks at upcoming [@MarvelStudios](#) films: bit.ly/2Yk9Y5D



10:03 AM · Jul 23, 2019 · [Twitter Web App](#)

1.5K Retweets 7.5K Likes

Twitter ([link](#))
(this is currently D23's top reaching tweet of all time)

D23 Expo - Further Examples

Press Releases:

“*The Simpsons* are Coming to D23 Expo 2019” ([link](#))

“JUST ANNOUNCED: Even More Stars, Panels, and Experiences Heading to D23 Expo 2019” ([link](#))

“All the Magic Walt Disney Animation Studios and Pixar Animation Studios Are Bringing to D23 Expo 2019” ([link](#))

Articles Produced:

“Get Ready to Celebrate with This D23 Expo Playlist!” ([link](#))

“Every Incredible Announcement from Disney Parks, Experiences and Products at D23 Expo 2019” ([link](#))

“Go Wildcats! Disney+’s *High School Musical: The Musical: The Series* Comes to D23 Expo 2019” ([link](#))

Articles Written:

“Our 23 MUST-SEE Looks from D23 Expo 2017” ([link](#))

“6 Sensational Spots to See on the D23 Expo 2019 Show Floor” ([link](#))

“Meet the Winning 3 Happy Haunts of This Year’s D23 Expo Design Challenge” ([link](#))

Videos Produced:

“A Magical Look at One Day at Disney from D23 Expo 2019” ([link](#))

“D23 Expo 2019 Daily Download - Saturday” ([link](#))

“Your Inside Look at the Groundbreaking Disney+ Panel from D23 Expo 2019” ([link](#))

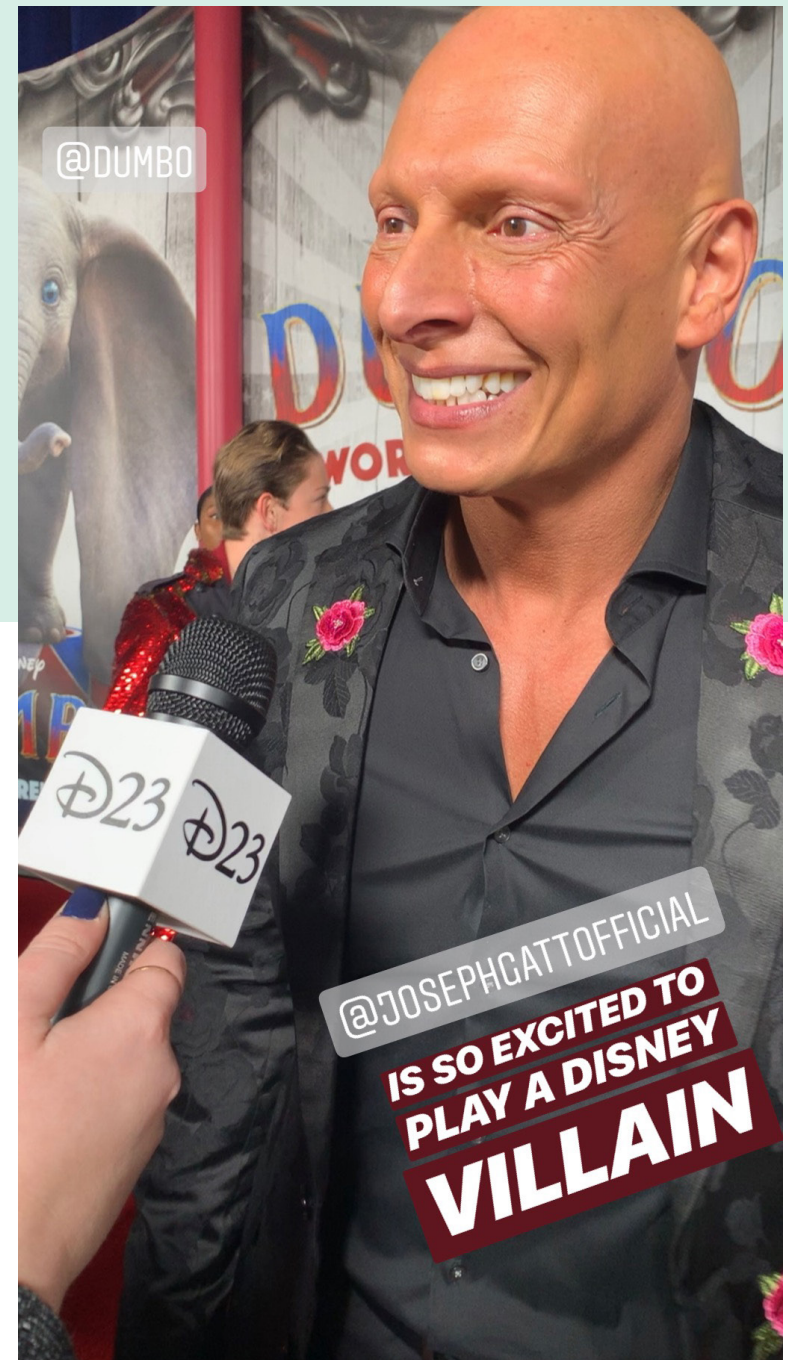
In my position as an Editorial Intern for The Walt Disney Company, I had the privilege of writing articles for D23.com, Newsreel, and Disney's *twenty-three*.

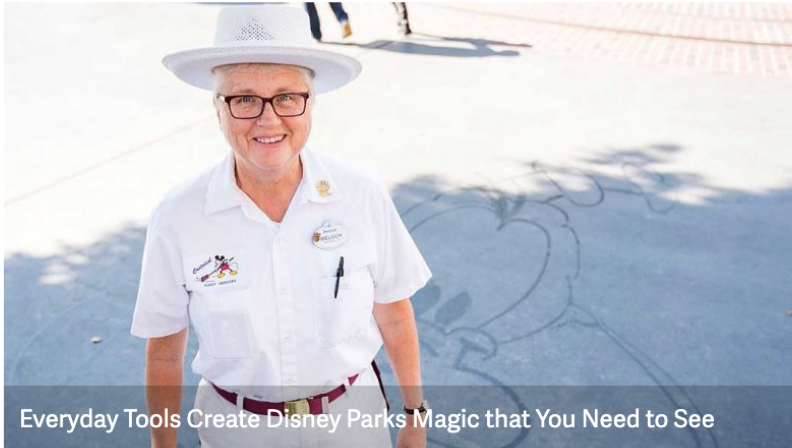
The screenshot shows the D23.com website interface. At the top, there is a navigation bar with "SHARE THIS PAGE" on the left and "CONNECT WITH US" on the right. Below this is the D23 logo and "The Official Disney Fan Club" text. A large banner celebrates "CELEBRATING FAN-TASTIC 10 YEARS". The main navigation menu includes "JOIN D23", "MEMBERSHIP", "DISNEY+", "D23 EXPO", "NEWS", "EVENTS", and "WALT DISNEY ARCHIVES". The breadcrumb trail reads "HOME / NEWS / D23 EXCLUSIVE / A NIGHT AT THE CIRCUS: EVERY MAGICAL MOMENT FROM THE ...". Below the breadcrumb is a secondary navigation menu with "DISNEY+", "< D23 EXCLUSIVE >", "HEADLINES", "D23 INSIDE DISNEY PODCAST", "JUST FOR FUN", "VIDEOS & PHOTOS", and "RECIPE COLLECTION". The main content area features a large photo of the Dumbo premiere cast and crew on a red carpet. To the right of the photo is a promotional banner for "D23 MOSTLY GHOSTLY HALLOWEEN" with "GHOULISHLY GOOD PRIZES" and an "ENTER NOW" button. Below the photo is the article title "A Night at the Circus: Every Magical Moment from the Dumbo World Premiere" and the date "MARCH 13, 2019". The author is listed as "By Karina Schink". The article text begins with "On the evening of March 11, the the fifth floor of the Dolby Theatre was transformed. Aerial dancers took flight in hoops above and jugglers on stilts began to perform as bells chimed from the carnival games and the smell of hot dogs and popcorn filled the air. The circus had come to town." and continues with "But this was no ordinary circus, for this troupe of carnival characters accompanied Disney's all-new, live-action Dumbo to town." To the right of the article is a "D23 2019 Events" section with a "See the Full Lineup" link.

Dumbo premiere coverage - D23.com ([link](#))



Dumbo premiere coverage - D23
Instagram Story




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[DISNEY+](#) < [D23 EXCLUSIVE](#) > [HEADLINES](#) [D23 INSIDE DISNEY PODCAST](#) [JUST FOR FUN](#) [VIDEOS & PHOTOS](#) [RECIPE COLLECTION](#)


Everyday Tools Create Disney Parks Magic that You Need to See

OCTOBER 4, 2018

By Karina Schink

It's a hot summer day at a Disney park. With a Dole Whip in hand and three refreshing descents down *Splash Mountain*, you don't even feel the sweat. You're walking around the park when suddenly, an unexpected blend of pixie dust wafts over your day.

The sun catches a glimmer of water. It's not a puddle you have to avoid, but precise lines, curved with care. You take a few steps back and you're greeted by the familiar face of Mickey Mouse, drawn in nothing more than water on the ground before you.



D23 2019 Events
[See the Full Lineup](#)

RELATED STORIES



Every Spooky Snack and Ghoulish Delight at Walt Disney World and Disneyland Resorts
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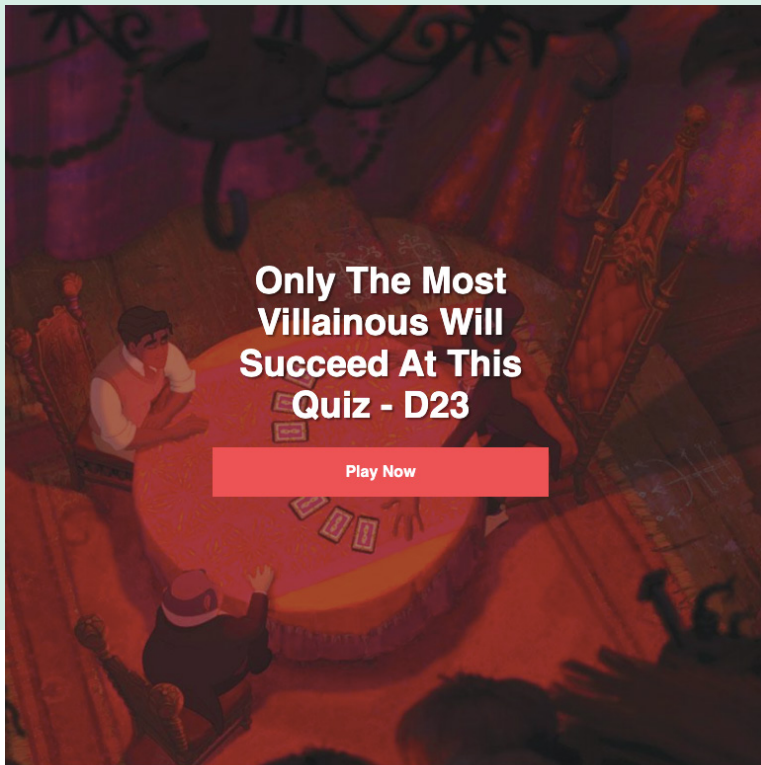
JUST REVEALED About The ... in DisneyLand
[See more](#)



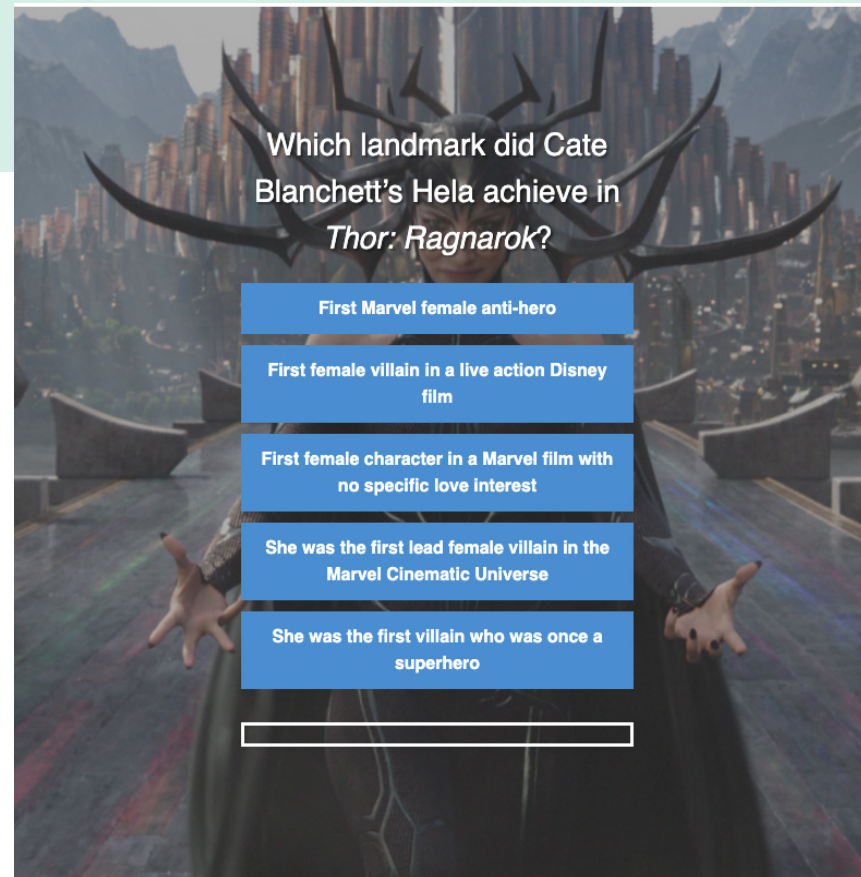
15 DisneyLand Coming to ... Ordering Se
[See more](#)

“Everyday Tools Create Disney Parks Magic that You Need to See” ([link](#))





“Only The Most Villainous Will Succeed At This Quiz” ([link](#))



Disney's 5 FREAKY FRIDAY FACTS

“*Andi Mack* Stars Take On The Ultimate Disney Channel Trivia Challenge” ([link](#))

“5 *Freaky Friday* Facts Every Fan Should Know” ([link](#))





Your Ultimate Guide to the Most Instagrammable Disney Walls

MAY 20, 2018

By Karina Schink

A day at a Disney park is filled with treats beyond compare, rides that thrill, and, of course, magic! At the end of the day, all we want is to bottle it all up and take it home with us! And what better way to do that than with a perfect picture in front of a wonderful Disney wall for Instagram?

But, what makes a beautiful backdrop? Well, a bit of faith, trust, and pixie dust (and a stunning Disney fan to take center stage), of course! Here are some of our favorite photo-op locations.

“Your Ultimate Guide to the Most Instagrammable Disney Walls” ([link](#))



D23.com - Further Examples

“You’ve Never Seen a Series Like *Just Roll With It* Before” ([link](#))

“The Super New Bowl Trend Coming to Disney Parks” ([link](#))

“Beat the Heat with These New and Classic Non-Dairy Treats” ([link](#))

“Which Disney Pig Are You?” ([link](#))



“4 *Star Wars* Things Happening That We Can’t Wait For in 2019” ([link](#))

“A Jungle Full of New Eats at Disney’s Animal Kingdom” ([link](#))





Disney *twenty-three* is D23's quarterly publication for its Gold Members. Over the past year, my articles have been published in four issues.



Other

Buzzfeed.com

In my spare time, I enjoy writing articles and posts for online platforms such as BuzzFeed.com.



“What TV Show You Should Binge Based Off Of Your Favorite Disney Villain” ([link](#))

You got: **Black Books**

Maleficent has become a bit of an antihero, someone who you hate to love. *Black Books* is a British sitcom from the early 2000s that follows cynical book shop owner Bernard Black who hates nothing more than people. But he still needs to run his business. *Black Books* is witty, hilarious, and just enough villainous to have you stroking your cat in your oversized velvet chair, practicing your best muahahaha.

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Community

Only "Hocus Pocus" Fans Will Understand These 13 Tweets And Tumblr Posts

Ah yes, the four seasons — Winter, Spring, Summer, and *Hocus Pocus*.


Posted on October 1, 2019, at 9:00 a.m.

 **Karina Schink** 470 points
Community Contributor

Be one of the first to comment ↓



1. To start off, because once is NEVER enough.

 **From where they make gumbo at**
@Ladychef07

Me about to watch Hocus pocus for the 1,200 time



4,810 5:47 PM - Oct 1, 2019

1,685 people are talking about this

Buzzfeed's Facebook page ([link](#))



BuzzFeed

October 8 at 3:30 AM · 🌐

Ah yes, the four seasons — Winter, Spring, Summer, and Hocus Pocus.



BUZZFEED.COM

13 Tweets And Tumblr Posts For Anyone Obsessed With "Hocus Pocus"

 You and 726 others

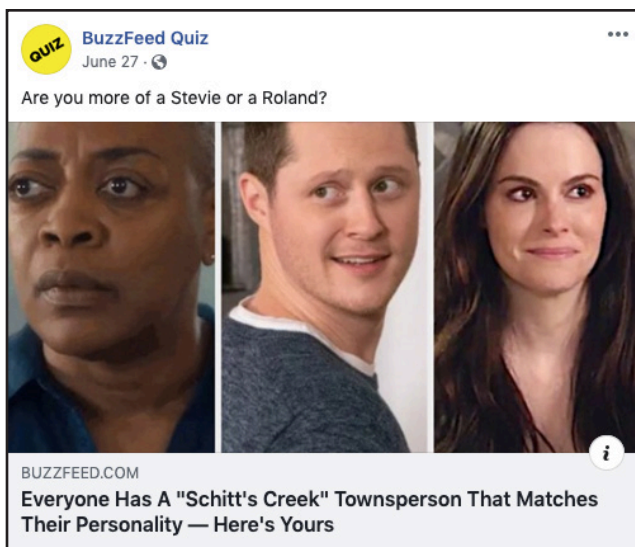
221 Comments 152 Shares

“Only ‘Hocus Pocus’ Fans Will Understand These 13 Tweets and Tumblr Posts” ([link](#))

48k views

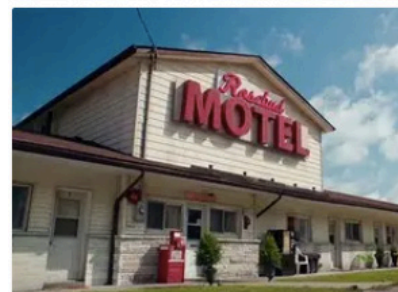


“Everyone Has A ‘Schitt’s Creek’ Townsperson That Matches Their Personality — Here’s Yours” ([link](#))



Buzzfeed’s Facebook page ([link](#))

Pick a Schitt's Creek hang:



Thank You!

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