

Jacob Gill

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Professional Summary

Dynamic entertainment leader with 7+ years of experience managing large-scale live entertainment, seasonal events, character programs, and immersive guest experiences in resort, cruise, and theme park environments. Recognized for excellence in show development, staff leadership, budget oversight, and brand integration. Named Manager of the Year (2023) at Great Wolf Lodge, leading the brand's largest property to a Top 3 NPS score out of 23 locations. Strong background in event production, casting, scheduling, vendor coordination, and cross-functional collaboration. Passionate about driving innovation and magic in themed entertainment.

Professional Experience**Entertainment Manager**

Great Wolf Lodge – Perryville, MD | Mar 2023 – May 2025

- Led all entertainment programming including live shows, seasonal events, character experiences, and guest-facing activities across the resort.
- Created and managed full-scale programming for holiday overlays, themed weekends, and immersive storytelling activations.
- Oversaw budgeting, capital planning, and cost analysis for department operations, maintaining strict control over purchasing and labor costs.
- Held responsibility for performer recruiting, contracts, scheduling, onboarding, training, and performance coaching.
- Maintained costume inventory, ensured character integrity, and collaborated cross-departmentally to exceed guest satisfaction KPIs.

Content Manager

Carnival Cruise Line – Miami, FL | Jun 2022 – Mar 2023

- Managed onboard guest-facing marketing and event signage including mobile app, flyers, and digital signage across shipboard entertainment and retail experiences.
- Collaborated with entertainment leaders to align marketing visuals with programming goals and character events.
- Participated in the auditing and quality assurance of live productions and character activations.
- Supported special event promotions and coordinated visual elements for seasonal programming.

Entertainment & Aquatics Supervisor

Camp Cedar – Mason, OH | May 2021 – Jul 2021

- Developed opening season's entertainment and aquatics programs including staffing, performer contracts, and show design.
- Managed costume procurement, maintenance, and performer scheduling for both departments.
- Facilitated daily team huddles, in-service trainings, and guest interaction standards for lifeguards and performers.
- Acted as show manager for all evening events, ensuring execution of scripts, music, lighting, and cast transitions.

Performer

Kings Island – Mason, OH | May 2019 – Jul 2021

- Starred in various stage productions and served in the inaugural cast of the Grande Carnivale parade directed by Marilyn Magness.
- Supported pre-show prep, character maintenance, and live guest interaction within the park.
- Gained hands-on experience with performance blocking, music timing, and guest-facing character entertainment.
- Collaborated with production leads to maintain safety and storytelling quality on parade routes.

Park Greeter (Cast Member)

Walt Disney World – Orlando, FL | Sep 2019 – Jan 2020

- Delivered exceptional guest service aligned with Disney's Five Keys (Safety, Courtesy, Show, Efficiency, Inclusion).
- Provided support for character events, park opening ceremonies, and operational crowd control.
- Acted as brand ambassador through direct guest engagement and communication of event offerings.
- Learned and implemented Disney entertainment service standards at the operational level.

Education

Bachelor's Degree in Business Administration

Shawnee State University – Graduated 2022 Magna Cum Laude

Associate's Degree in Business Management Technology

Shawnee State University – Graduated 2022 Magna Cum Laude
