Director of Tourism

ROBERT SMITH

Phone: (123) 456 78 99
Email: info@qwikresume.com
Website: www.qwikresume.com
LinkedIn: linkedin.com/qwikresume
Address: 1737 Marshville Road, Alabama

Objective

Enthusiastic communications and marketing specialist with years of experience in researching, developing, and executing effective marketing campaigns across a variety of media.

Skills

Strategic Marketing, Digital Marketing, Print Marketing, Email Marketing, Event Planning, Communications, Social Media, Photography, Video Production, Video Editing, Microsoft Office, Adobe Creative Suite, Leadership, Management, Financial Budgeting.

Work Experience

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ABC Corporation - March 2013 – 2020

- Researched, developed, and executed new strategies for marketing campaigns across a variety of media including email, social media, websites, and printed materials.
- Created a variety of advertising using programs including Microsoft Word, Microsoft Publisher, and Adobe Photoshop.
- Oversaw the management and updating of the tourist bureau website www.armstrongcounty.com using a wordpress system.
- Represented Armstrong County at various trade shows, seminars, and regional meetings.
- Planned events including Fall Foliage Tours, Annual Luncheon, Open House, Gateway Clipper Cruise, and Community Festivals.
- Acted simultaneously as the Executive Director for the Armstrong County Tourist Bureau- the official destination management organization for the county, and as the department head for the County of Armstrongs Tourism department.
- Hired, trained, and supervised a staff of 2-3 employees; as well as coordinating daily schedules and delegating tasks as needed.

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Delta Corporation - 2012 – 2013

- Created marketing campaigns to attract tourists to the area, participated in trade shows in New York and Pennsylvania in order to generate excitement .
- Marketing the tourism for the company, training tour guides, hiring/disciplining, payroll, scheduling, online communications between all social media .
- Established policies and procedures for the newly formed Department of Tourism and building operations for the Great River Road Interpretive/Welcome .
- Position serving the Matagorda County Area, including the communities of Bay City, Palacios, Matagorda, Blessing and Sargent .
- Position responsibilities and achievements Prepared contracts and servicing for convention groups ranging in size from 10 to 750 Updated and .
- An unusual municipal department/position - the Tourism Commission interacts with the public similarly to a CVB or in some cases a chamber of commerce.
- Positions also included a position as one of the members of the Citys Community Development staff, aligning the Citys brand/identity, marketing,.

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Education

Bachelor Of Science

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