

## TRACI L. SUPPA

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### WRITING / STORYTELLING EXPERIENCE

**Principal / Owner, WORDSCAPES, Hopewell Junction, NY • 2007 – Present**

Sole proprietor offering freelance writing, editing, and marketing services. Specialties include content marketing, promotional strategy and branding, and social media. Expertise and experience in travel/tourism/hospitality, economic development, food and beverage, sustainability, family and parenting, consumer product design, and other lifestyle topics.

#### **Former and current projects:**

Editor and Content Marketing Strategist, Amtrak's *New York By Rail* ([magazine](#), blog, newsletter, and social media). (2014-2016)

Writer and contributing blogger, TripAdvisor's [FamilyVacationCritic.com](#) (2011-Present)

"Taking Terror" columnist, [Hudson Valley Wine](#) magazine (2013-Present)

Regular travel contributor, [Westchester Family](#) magazine (2008-Present)

Publisher and Author, [Go BIG or Go Home](#), a family travel blog (2010-2016)

Additional editorial credits in magazines and online publications include *AAA Home & Away*, *TravelSmart*, *Long Weekends*, *Lighthouse Digest*, *Hudson Valley* magazine, [TravelMindset.com](#), [WomansDay.com](#), [ShermansTravel.com](#), [CBS.com](#), and more.

Content marketing writer for brands such as Marriott, [Emirates Airline](#), [Chase](#), [Electrolux](#), the [Florida](#) and [Connecticut](#) state tourism offices, and Visit Tampa Bay. Copywriting credits include *The Crafts Report*, *Giftware News*, *Gourmet Retailer*, *Tableware Today*, and [Escapemaker.com](#). Ghostwriting in *Westport News*, *Poughkeepsie Journal*, and *Westchester Magazine*.

Recruited by marketing and PR firms for projects such as press releases, advertising and direct mail copy, advertorials, speeches, website copy and electronic newsletters, and print publications such as brochures, newsletters, and travel guides. Public speaker and white paper author on social media and public relations. Copy editor and proofreader.

### MARKETING / PUBLIC RELATIONS EXPERIENCE

**Marketing Director, WESTCHESTER COUNTY OFFICE OF TOURISM, White Plains, NY**

Administered the marketing activities of the county's official tourism promotion agency, to promote Westchester's desirability as a leisure and corporate travel destination. Handled public relations efforts, including press releases, media tours, and information requests. Oversaw market research studies; analyzed and incorporated data into strategic planning. Analyzed advertising opportunities and wrote ad copy. Edited annual travel guide, meeting planners' guide and special interest brochures. Participated in cooperative marketing projects with Westchester's hotels and attractions, Hudson Valley Tourism, Inc., and the NYS Division of Tourism. Secured annual state funding grants. Oversaw the activities of an administrative assistant and interns. 1998-2007.

**Director, Northeast Regional Office, VISIT FLORIDA, New Rochelle, NY**

Independently opened and operated the northeast office for the State of Florida's official tourism promotion entity. Developed and implemented an annual marketing plan and budget for tourism promotion activities in five states, including revenue-building programs in cooperation with Florida convention and visitors' bureaus, accommodations, and attractions. Liaised with the travel agent and tour operator community to keep Florida top-of-mind. Directed a marketing assistant. 1997-1998.

**Media & Special Events Supervisor, GEORGE LITTLE MANAGEMENT, White Plains, NY**

Directed public relations and event strategy for the largest producer of trade shows for consumer products in the U.S. Produced special events and educational seminars for several major trade shows. Trained and supervised an assistant. 1995-1997.

**Account Executive, PETER MARTIN ASSOCIATES, Stamford, CT**

Serviced the multimillion dollar Jamaica Tourist Board account, with responsibility for public relations activities, promotions and special events across the U.S. and Canada. Secured print and broadcast placements in national consumer and travel trade outlets. Organized press trips, television shoots and radio broadcasts. Wrote press releases and speeches for tourism officials. Similarly serviced other travel, tourism and hospitality clients, including CIGA Hotels, Okemo Ski Resort, Sapphire Beach Resort, Point Pleasant Resort, and the Castle at Tarrytown. 1993-1995.

**Information Specialist, FLORIDA DEPARTMENT OF COMMERCE, Tallahassee, FL**

Promoted tourism, economic development and international trade programs through news releases, monthly newsletters, press conferences and other promotional activities. Scheduled and briefed Governor Lawton Chiles and Secretary Greg Farmer for various public/media appearances. 1991-1993

**Information Specialist, GOVERNOR'S PRESS OFFICE, Tallahassee, FL**

Represented Governor Lawton Chiles to national and state media. Implemented daily radio feed of the Governor's activities. Coordinated scheduling of interviews and photo shoots. 1991

**AWARDS**

2015 -- The New York State Travel Industry Association (NYSTIA) Tourism Marketing award – for concept, strategy, and copywriting – as part of the agency team collaborating on the Dutchess County Tourism campaign.

2013 -- Gold Hermes Creative award in the "E-blast" copywriting category. Honorable Mention in the "Personal Blog" category.

2012 -- Gold MarCom award in the advertorial writing category for a four-page piece in The Crafts Report magazine.

2012 -- Finalist in the Annual NATJA (North American Travel Journalists Association) Competition in the "Intergenerational and Family Travel – Internet" and the "Travel Tips & Advice" categories.

2011 -- Gold and bronze awards in the Annual NATJA (North American Travel Journalists Association) Competition in the "Intergenerational and Family Travel – Internet" and the "Historical or Hobby Travel – Internet" categories.

2011 -- The New York State Travel & Vacation Association (NYSTVA) Tourism Marketing award – for concept, strategy, and copywriting – as part of the agency team collaborating on the Dutchess County Tourism campaign.

2010 -- "Volunteer of the Year" for the Gayhead Elementary School PTA

2005 -- NATJA Award of Excellence Winner, Press Release Category

**MEMBERSHIPS**

New York State Travel Industry Association (NYSTIA); ASJA (American Society of Journalists and Authors); PTBA (Professional Travel Bloggers Association)

**EDUCATION**

Bates College, Lewiston, ME • Bachelor of Arts, June 1990 (Dean's List)

• Accelerated Three-Year Program • Major in Political Science, Minor in Spanish

**PERSONAL**

Lived in Saudi Arabia from 1977-1984

Traveled extensively throughout Europe, Asia and the Middle East

Board of Trustees Member, East Fishkill Community Library

PTA Board Member, 2008-Present

Member, East Fishkill Historical Society

Bates College Alumni-in-Admissions Volunteer