

TRACI L. SUPPA
845-797-0540

Traci@wordscapesny.com
<http://linkedin.com/in/tracisuppa>

EXPERIENCE

Destination Marketing Manager and Content Strategist, BBG&G, Goshen, NY

Recruited for this creative and strategic leadership role, with direct report to President, to bring big-picture ideas to tourism clients' marketing plans. Specialize in New York State-based tourism accounts with marketing budgets averaging \$200K/year, including Hudson Valley Tourism, Dutchess Tourism, Inc., Rockland County Tourism, and Otsego County (Cooperstown). Conduct research and competitor analysis, and follow industry and market trends. Identify current and untapped audiences—both domestic and international—and develop cost-effective outreach. Taking a holistic approach, work with multiple account teams to implement award-winning integrated B2C and B2B programs across advertising, public relations, social media and influencer campaigns, content marketing, UGC, video, email, and marketing automation. Audit current activities and metrics on an ongoing basis for continual strategy refinement. Teach and manage the work of a PR & Social Media Specialist, Account Coordinator, and interns. 2017-Present

Principal / Owner, WORDSCAPES, Hopewell Junction, NY

Owned and operated a marketing, writing, and editing services business. Specialties included content marketing, promotional strategy, branding, and social media, with a focus on travel/tourism/hospitality, economic development, food and beverage, sustainability, and family life. Recruited by marketing and PR firms for projects such as marketing plan development, advertising campaign ideation, and copywriting for white papers, websites, newsletters, brochures, and travel guides. 2007 – 2017

Major projects:

- Edited Amtrak's *New York By Rail* Magazine
- Developed travel content for brands such as Marriott, Emirates Airline, Chase, Electrolux, and the Florida and Connecticut state tourism offices
- Earned certification in Content Strategy from Northwestern University
- Moderated and participated on panels at trade events, including the Empire State (NY) Tourism Conference
- Authored a column in *Hudson Valley Wine Magazine*
- Published and monetized an award-winning family travel blog—*Go BIG or Go Home*—for five years

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

Administered the consumer and trade-focused 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 consumer and trade promotional 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 lifestyle 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 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

- 2017 – Gold Hermes Creative Award, e-newsletter category, for *Hudson Valley Wine's* quarterly e-newsletter.
- 2015 -- The New York State Travel Industry Association (NYSTIA) Tourism Marketing award – for concept, strategy, and copywriting for the Dutchess County Tourism campaign.
- 2013 -- Gold Hermes Creative award, "E-blast" copywriting category.
- 2012 -- Gold MarCom award, advertorial writing category, The Crafts Report magazine.
- 2011 -- Gold and bronze awards in the Annual NATJA (North American Travel Journalists Association) Competition, "Intergenerational and Family Travel" and "Historical or Hobby Travel" categories.
- 2011 -- The New York State Travel & Vacation Association (NYSTVA) Tourism Marketing award – for concept, strategy and copywriting for 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)
American Society of Journalists and Authors (ASJA)

EDUCATION

Bates College, Lewiston, ME
Bachelor of Arts, Political Science, Dean's List
Minor, Spanish

PERSONAL

Board Trustee, East Fishkill Community Library, 2016-Present
PTA Board Member, 2008-Present
Member, East Fishkill Historical Society
Bates College Alumni-in-Admissions Volunteer
Lived in Saudi Arabia from 1977-1984
Traveled extensively throughout Europe, Asia and the Middle East