

TRACI L. SUPPA

EDUCATION

Bates College, Lewiston, ME

Bachelor of Arts, June 1990 GPA 3.0 (Dean's List)

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

MARKETING / PUBLIC RELATIONS EXPERIENCE

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

Administer the marketing activities of the county's official tourism promotion agency, to promote Westchester's desirability as a leisure and corporate travel destination. Handle proactive and reactive public relations efforts, including press releases, media tours, and information and image requests. Oversee market research studies; analyze and incorporate data into strategic planning. Analyze advertising opportunities and write ad copy. Edit annual travel guide, meeting planners' guide and special interest brochures. Integral participation in promotional campaigns and literature, resulting in awards from the National Association of Counties, North American Travel Journalists' Association, and the Advertising Club of Westchester. Partake in cooperative marketing projects with Westchester's hotels and attractions, Hudson Valley Tourism, Inc., and the New York State Division of Tourism. Secure annual funding grants from the New York State Division of Tourism. Oversee the activities of an administrative assistant and interns. June 1998-July 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. Assisted Florida's tourism industry as the knowledgeable source in the Northeast market. 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. Began Florida's first comprehensive effort to attract and retain the interest of corporate and association meeting planners. Directed the activities of a marketing assistant. March 1997-June 1998.

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

Directed all elements of public relations strategy and special event and seminar programs for the largest producer of trade shows for consumer products in the United States. Working under careful budget constraints, developed and executed special events and educational seminars for attendees of several major trade shows. Conceptualized and implemented media relations strategies. Trained, supervised, and evaluated the performance of a Media & Events Coordinator. Participated in company-sponsored training programs in management skills, interpersonal skills, and team building. November 1995-March 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. Regularly secured print and broadcast placements in national, regional and local travel consumer and travel trade outlets. Organized individual and group press trips, television shoots and radio remote broadcasts for international media. Developed news features and press releases and

prepared speeches for high-level Jamaican 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. Participated in creative planning and market research for other clients, including Guess? Watches, and Schieffelin & Somerset imports. June 1993-November 1995.

**Information Specialist, FLORIDA DEPARTMENT OF COMMERCE, Tallahassee, FL
Divisional Liaison, FLORIDA DIVISION OF TOURISM**

Responsible for framing positive media messages of Florida Tourism. 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. Handled journalists' requests for information and developed working relationships with key media. Participated in International Marketing Strategic Planning Committee. Implemented formal intern program; scheduled, trained and supervised staff of interns. April 1991-May 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 for recording by radio stations. Coordinated scheduling of interviews and photo shoots of Governor and Lt. Governor. Released Governor's daily schedule to state press corps. Conducted extensive background research in response to media requests. Implemented office intern program and assisted in interns' training. January-April, 1991.

MEDIA / JOURNALISM EXPERIENCE

Substitute News Director, WHTZ-FM, Z103 RADIO, Tallahassee, FL

News reporter and vacation replacement for the News Director. Co-hosted the daily "Z Morning Zoo" morning drive program, presenting the news, sports and weather. Researched and wrote local stories and produced audio cuts to accompany them. Participated in station's promotional activities in the community. Summers, 1988/1989.

News Director, WRBC-FM, Lewiston, ME

Managed the station's News Department. Chose, trained and supervised staff of 10 newscasters, and scheduled 15 weekly newscasts. Produced and hosted a weekly NewsMagazine program. As a federally-licensed disc jockey, delivered a weekly classic rock program. September 1989-September 1990.

COLLEGE ADMISSIONS EXPERIENCE

Bates College Alumni-in-Admissions Volunteer, NY

Bates College Alumni-in-Admissions Regional Chairperson, Tallahassee, FL

Bates College Student-in-Admissions, Lewiston, ME

Represented and promoted Bates College to prospective students and parents. Conducted admissions interviews and presented student evaluations to Bates Admissions Committee. Managed information tables at local college fairs and advised students on a one-to-one basis. Responded to students' inquiries and prepared mailing lists for Bates Admissions Office. As Student Volunteer, lead weekly campus tours, hosted prospective students on overnight visits. March 1989-Present.

PERSONAL

Proficient in Spanish. Lived in Saudi Arabia from 1977-1984. Traveled extensively throughout Europe, Asia and the Middle East. Member, East Fishkill Historical Society.

2005 NATJA Award of Excellence Winner, Press Release Category