

CHRISTINE HINZ

OVERVIEW

Highly-motivated, experienced public relations and marketing professional with a career specializing in destination marketing, with more than a decade of experience in the meetings and conventions market. Self-starting team player with top-tier agency, boutique firm and consulting experience working for high-profile, international tourism clients including:

- Meet Puerto Rico/Puerto Rico Convention Bureau
- Puerto Rico Convention Center
- NYC & Company (New York City)
- Hong Kong Tourism Board
- Turkish Tourist Office
- Aruba Tourism Authority
- Bermuda Department of Tourism
- Texas Tourism
- Visit Phoenix (Arizona)

And top international hotel chains and individual properties, including:

- InterContinental Hotels & Resorts
- Forté Hotels
- PGA National Resort & Spa (Palm Beach, FL)
- Singita Private Game Reserve (South Africa)

AREAS OF EXPERTISE

- Travel & Lifestyle Public Relations
- Meetings & Conventions (MICE Market)
- Destination Marketing and Promotion
- Communications, Sales & Marketing Strategy Development
- Media Relations, Social Media, E-Marketing
- Press Trips, Press Conferences, Industry Fams, Special Events
- Content Development - Press Releases, Social Media, Sales Messaging
- Consumer Promotions, Sponsorships and Marketing Tie-Ins
- Sales and Executive Presentations and Speeches
- Corporate Social Responsibility (CSR)
- Crisis Preparedness, Counsel and Response
- Tradeshow and Sales Support

SKILLS & ABILITIES

MEDIA RELATIONS/SOCIAL MEDIA

- Develop and implement robust public relations and publicity campaigns to drive sales and bookings on behalf of clients.
 - Utilize traditional communication and social media strategies to disseminate messaging to key target audiences, including consumers, CEOs, meeting planners and travel agents.
 - Pitch story ideas for feature and other media coverage to international travel and consumer media outlets (U.S., Europe, and Latin America).
 - Respond to more than 350 requests per year for journalist assistance on feature and news story development resulting in positive client exposure in all media types.
 - Coordinate large-scale market launch activities for entities including the Puerto Rico Convention Center, Sheraton Hotel New York and Modern Art Museum of Fort Worth.
 - Experience in working with top level travel editors at outlets such as *The Wall Street Journal*, *USA Today*, *New York Times*, *Los Angeles Times*, *CNN*, *BBC News*, *Associated Press*, *Condé Nast Traveler*, *Travel + Leisure*, *Saveur*, *Departures* and more.
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PROMOTIONS/SPECIAL EVENTS

- Organize press conferences, media roundtables, advisory boards, meeting planner familiarization tours, annual general meetings, receptions and other special functions.
- Coordinate all aspects of press trips: qualifying journalists, overseeing logistics and escorting groups. Hosted more than 25 press trips, including Society of American Travel Writers.
- Develop and implement social media promotions with tourism clients to create product awareness.
- Organize and promote hotel events and packages to increase bookings and bolster food and beverage sales (wine tastings, girlfriend golf getaways, holiday promotions, etc.).

RESEARCH/STRATEGIC BUSINESS DEVELOPMENT

- Research industry trends; work with DMOs to put programs in place to serve target audiences.
- Participate in bid process on behalf of client to secure high-profile association 'citywide' conventions and entertainment/sports events.

WRITING/COMMUNICATIONS

- Write editorial content as a freelance writer on assignment, placing articles in a consumer and trade publications.
- Write press releases, fact sheets, key messages for spokespeople, speeches, video scripts.
- Produce content for websites, brochures, direct mail, newsletters and social media.
- Develop business materials, including annual reports, marketing plans, sales presentations.
- Develop business materials, including annual reports, marketing plans, sales presentations and other internal and external communications.

CRISIS COMMUNICATIONS

- Develop crisis plans and coordinate media responses to incidents impacting travel, such as natural disasters, disease, political protest, terrorist activity, crime and safety.
- Provided crisis counsel and coordinated tourism recovery efforts in the U.S. market for Hong Kong Tourism Board following the SARS epidemic.
- Coordinated communication response to Hurricane George in Puerto Rico, working with *CNN*, *NBC* and *The Weather Channel* to provide positive, accurate messages to potential visitors.

WORK HISTORY

January 2018, Travel PR, Content Marketing & Travel Writing, Hudson Valley, NY

May 2014 – November 2017, Freelance Travel Writer, Abu Dhabi, UAE

Outlets include: British Airways, Destinations of the World, Paste Magazine, The National, TTN Middle East, Facilities & Destinations, Cvent blogger covering the Middle East meetings market

2004 – March 2014, Public Relations Consultant, NYC

Clients: Meet Puerto Rico/Puerto Rico Convention Bureau, Puerto Rico Convention Center, NYC & Company

2001 – 2003, Senior Account Supervisor, Development Counsellors International, NYC

Clients: Hong Kong Tourism Board, Texas Tourism, Ft. Worth CVB, Indianapolis CVB, VisitPhoenix, St. Petersburg/Clearwater CVB, PGA National Resort & Spa, Singita Game Reserve

1997 – 2001, Account Director, Tierney & Company, NYC

Clients: Puerto Rico Convention Bureau, InterContinental Hotels & Resorts, Barbizon Hotel

EDUCATION

UNIVERSITY OF VERMONT

Burlington, Vermont, USA
B.A., English

REFERENCES

REFERENCES AVAILABLE UPON REQUEST