




SM

CONTACT

 (000) 000-0000

 email@example.com

 Santa Fe, NM

 LinkedIn | Portfolio

KEY SKILLS

- Brand partnerships
- Cultural tourism
- Destination branding
- Event promotion
- Hospitality marketing
- Media buying
- Regional storytelling
- Seasonal advertising
- Travel influencer programs
- Visitor analytics

EDUCATION

- Bachelor of Arts (B.A.) in Communications
University of New Mexico
Albuquerque, NM | May 2009

Sofia Martinez

Tourism Marketing Executive

ABOUT ME

Destination marketing strategist elevating regional tourism and hospitality

Tourism marketing executive with over 14 years of experience driving visitor engagement for cities, resorts, and national parks. Skilled in experiential campaigns, cross-cultural storytelling, and seasonal promotions.

PROFESSIONAL EXPERIENCE

Chief Marketing Officer | New Mexico Tourism Board , Santa Fe, NM

June 2017 – Present

- Increased out-of-state visits by 42% over four years through targeted digital and print media
- Launched multilingual campaigns to engage new international travelers
- Built statewide tourism partner network for co-op marketing

Marketing Director | Vista Resorts Group , Santa Fe, NM

April 2010 – May 2017

- Designed themed getaway packages with a 3.2x ROI
- Created event series that brought 80,000+ visitors annually