



# MORGAN MARAVICH



mmarav@gmail.com



703-623-5851



linkedin.com/in/morganmaravich

## EXPERIENCE

### Business Profile

Ten years national association and destination marketing experience. Results - driven team player with strong organizational and relationship skills. Proven Leadership, membership development, trade show, governance, sponsorship sales, presentation and financial management capabilities.

### Leadership

- SKAL Club of Washington, DC
  - President - 2019 - present
  - Youngest women ever elected
  - Previous - Vice President, Secretary, Treasurer
- George Mason Alumni Association
  - Co-President

### Multiple Awards/Certifications

- National Tour Association
- DC Guild of Professional Tour Guides
- Groups Today Magazine
- Destination DC
- American Bus Association
- Student Youth Travel Association

### Education

B.S. Health, Fitness and Recreation Resources  
Concentration: Tourism  
**George Mason University**

### Technical Skills

Microsoft Word, Excel, Publisher, PowerPoint, GoTo Meeting, Cvent, Destination 3000, Netforum, Higher Logic, SimpleVIEW

### Passions

Travel, Marketing, Promotion, Sales, Fitness and health

### NATIONAL TOUR ASSOCIATION (NTA) ..... Washington, D.C. 2018 - Present

#### Director, Partnerships & Engagement

- Directs all member and industry engagement related activities.
- Direct/implement plan to grow, diversity and retain members
- Oversee ENGAGE - NTA's digital online community
- Responsible for Faith Travel Association (FTA) Value proposition /growth
- Manage Volunteer Leadership Team committees and activities
- Staff Liaison to Alliance, Nominating and Governance committees
- Build/service Corporate and Strategic Partner Relationships
- New Member/Sponsorship sales, advertising, growth
- Develop/implement NTA trade show strategy

### Manager, Industry & Member Engagement ..... 2015-2018

- Oversaw leadership recruitment, advisory logistics, board transition
- Coordinated board election process with Nominating Committee
- Managed Trade Show attendance, appointments and branding
- Advised/prepared educational content for members and partners
- New member / tour operator sales—Eastern U.S. / International trips
- Managed product development RFPs and presentation trips

### DESTINATION DC ..... Washington, D.C. 2011-2015

#### Manager, Tourism Services

- Coordinated trade shows, sales missions, FAM trips, presentations
- Maintained database, trade files and tour operator communications
- Managed sales lead distribution, site inspections and recommendations
- Made client sales calls and provided client updates
- Assisted in domestic tourism marketing plan development /budget
- Handled group tour requests/ticketing and in-market activities

### Coordinator, Tourism and Visitor Services ..... 2009-2010

- Provided logistical support for leisure tourism initiatives
- Coordinated FAM itineraries, materials, post-FAM follow up
- Maintained consistent relationships with members/DC businesses
- Developed Marketing tools, email blasts, and newsletters
- Provided communications and assistance to Visitor Services representatives
- Handled bulk order logs, distribution, tracking payments



Morgan Maravich is a phenomenal relationship-oriented leader...  
mature beyond her years.

- James Enright, SKAL President 2015-2018