



# MORGAN MARAVICH



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## 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

SKÅL Club of Washington, DC

- President – 2019
- Youngest women ever elected
- Previous – Vice President, Secretary, Treasurer

SKÅL USA

- Director of Membership – 2020 – present

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, Salesforce

### Passions

Travel, Marketing, Promotion, Sales,

Fitness and health

### GLOBAL BUSINESS TRAVEL ASSOCIATION (GBTA) ..... Alexandria, VA Director of Supplier Strategy Nov. 2019 – Present

- Strategically develop and maintain high-level client relationships.
- Manage and build upon corporate relationships.
- Expand new corporate partnerships and sponsorship revenue through global events, convention research, and media sales.
- Create persuasive proposals with appropriate benefits packages for new and renewed sponsorships/digital and print media programs
- Cultivate and solicit a portfolio of significant revenue-generating global partnerships
- On-going sponsor account management and new sponsor solicitation
- Development of sponsor strategy and marketing plan

### NATIONAL TOUR ASSOCIATION (NTA) ..... Washington, D.C. Director, Partnerships & Engagement 2018 – Nov. 2019

- 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. Manager, Tourism Services 2009-2015

- 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



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

– James Enright, SKÅL President 2015-2018