

JANE KATHERINE DOE

Miami, FL | 773-454-8010 | vero_delosrios@yahoo.com

COMMUNICATIONS ♦ PUBLIC RELATIONS ♦ TOURISM

Resourceful, client-focused Communications, Public Relations, and Tourism specialist with 15+ years' experience securing destination, hotel, and airline media coverage for prestigious clientele. Highly efficient tourism strategist with demonstrated expertise in managing a diverse portfolio of multi-cultural clients. Identifies and connects client/journalist needs as a client advocate and relevant source for journalists. Leverages effective leadership skills and team-player attitude with enthusiasm for strategic thinking and tactical planning.

- ◆ Bilingual with fluency in Spanish and English
- ◆ Proficient in translating complex ideas into simple messages for diverse audiences

CORE COMPETENCIES

Public Relations Management | Client Account & Portfolio Management | Communications Strategies | Media Placements
Client/Journalist Relationship Building | Enhance Client Media Reputation & Positioning
Adaptation to Changing Media Landscape | Leadership/Supervision

PROFESSIONAL EXPERIENCE

ANYLINK GROUP | Manager | Miami, FL

May 2017 – Present

Support area tourism leader to direct daily operations while managing a portfolio of 40-50 tourism-related client accounts. Interact with clients as main point of contact to liaise with media for hotels and destinations. Take charge to provide high-level client media coverage through proactive account management while supporting business development efforts.

- ◆ **Design PR and communications strategies** and tactical plans, aligning client objectives to specific actions and measurable objectives; draft, review and edit English/Spanish communications materials.
- ◆ **Supervise, mentor, inspire, develop, and evaluate** Account Executives, Account Coordinators, Trainees, and Intern; oversee the work of direct reports to ensure quality, consistency, compliance, and ethical conduct.
- ◆ **Ministry of Tourism of Dominican Republic:** Oversee PR efforts for client through local agencies in 7 Latin American markets; spearhead COVID-19 crisis communication; manage/administer \$100,000 advertisement budget; secure \$3.1M in media coverage.
- ◆ **Grupo Xcaret:** Developed and implemented media relations campaign for client's first hotel and long-established theme parks; earned top-tier media placements in TIME, Conde Nast Traveler, and Celebrated Living.
- ◆ **Acapulco Tourism Board:** Manage PR and crisis communication strategy for challenging client; secured media coverage for client worth \$5M.
- ◆ **Additional Clients:** Riviera Nayarit CVB, Original Group Resorts and Cruises, MSC Cruises, Procolombia, Tianguis Turistico, Madrid Destino, Radisson Blu Punta Cana.

Previous Newlink Group Roles

- ◆ Senior Account Executive (2018 – 2021)
- ◆ Account Executive (2017 – 2018)

SELF-EMPLOYED | Freelance Promotion Manager | Madrid, Spain

Aug 2014 – May 2017

Oversaw promotion and press projects for 8–10 international clients in the tourism, technology, education, and fashion industries, including planning and organizing events, coordinating trade fair participation, creating social media content, and writing copy for brochures and websites.

- ◆ **Procolombia:** Coordinated PR and media relations for the FITUR and Madrid Fusion trade fairs, securing 24 media interviews in 5 days for clients.
- ◆ **Chocolate of Ecuador in the German Market:** Designed and implemented a 3-month plan for promoting Ecuadorian cacao exports to Germany; created social media content and planned 200-attendee launch event; secured \$350K in media placements.
- ◆ **All You Need is Ecuador Roadshows:** Organized two Tourism of Ecuador roadshows, in the US and Canada for 10 cities in 10 days with 25 Ecuadorian tour operators; managed a second one in Germany, Denmark, and Sweden for 5 cities in 5 days with 15 Ecuadorian tour operators. Secured over 900 contacts for Ecuadorian tour operators to sell products.
- ◆ **Other Clients:** IN3 (Incubating a New Spain), ScaleUp Spain, and MIT Technology Review Innovators Under 35 Europe.

COMUNICACION IBEROAMERICANA | Accounts Director | Madrid, Spain

Aug 2014 – May 2017

Previous Comunicacion IberoAmericana Role

- ◆ Senior Account Executive (2010 – 2012)

Designed and executed communication and PR strategies for destinations, hotels, airlines, and protected designations of origin, servicing 12 international clients.

- ◆ **Tourism of Argentina for the Continental European Market:** Coordinated 30 trade fairs, organized 40 press and trade events, pitched stories to journalists, planned press trips/fam tours, negotiated polo/golf tournament sponsorships, and secured €20M in media placements annually.
- ◆ **FITUR:** Coordinated Latin America trade fair press strategy, drafted and distributed monthly press releases, secured at least 15 interviews annually, created content for social media, drafted the "FiturNews" daily newsletter; secured over 1.250 media impacts each year worth €2M.
- ◆ **Other Clients:** Tourism of Peru, Aerolineas Argentinas, Air Europa, NH Hotels, Hotel Brick, PDO Malbec, Panamericano Hotels and Resort.

INSTITUTO UNIVERSITARIO ORTEGA Y GASSET | Communications Officer | Madrid, Spain

Jan 2008 – Aug 2010

- ◆ Devised and implemented digital communications program plan; managed institutional and press relations; served as student University liaison.

PRESIDENCIA OF COLOMBIA | Anti-Corruption Communications Officer | Bogota, Colombia

Feb 2005 – Nov 2006

- ◆ Supervised Anti-Corruption Program communications with national and international media; lead private sector institutional relations and partnerships.

EDUCATION

Instituto Universitario Ortega y Gasset

Master of Advanced Studies in Government and Public Administration (2010)

Master's Degree in Political and Institutional Communication (2009)

Universidad Francisco de Vitoria

Master's Degree in Political Action (2007)

Pontificia Universidad Javeriana

Law Degree (2003)

AWARDS AND RECOGNITION

Recognized as one of the 100 most influential Latinos in Madrid (2013)