

GINA JURLANDO

OPERATIONS COORDINATOR & EVENT PLANNER



MY BACKGROUND

An experienced travel operations and events manager that specializes in strategic planning, content creation and executing innovative plans that drive the bottom line. With over 250 events and countless trips planned for my clients, I go above and beyond to create once in a lifetime experiences.

EDUCATION

SUNY Purchase College

Graduated summa cum laude | 2011 - 2015

- Completed a Bachelors in Cinema Studies
- Wrote and directed a web series
- Won the Focus on French Cinema Film Festival Student Film Competition Grand Prize

SKILLS

- Social Media Marketing
- Content Creation
- Online Marketing
- Email Marketing
- Operations
- Digital Marketing
- Logistics and Community Management
- Event Planning and Coordination
- Event Design and Balloon Design
- Copywriting and Research

CONTACT DETAILS

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MY EXPERIENCE

Safari Coordinator

Extraordinary Journeys | January 2023- September 2023

Providing support to members of the sales team for booked trips, providing a high level of customer service to clients making sure they are prepared for their trip with visas/vaccinations/packing/logistics/etc., building online itineraries and custom travel sites for booked clients using our templates, calculating pricing/ Receiving payment/recording transactions into QuickBooks, checking and confirming all trip logistics with ground operators, updating records of country entry/exit info, contact information and similar projects under the direction of the operations team, creating final itinerary document inclusive of all trip details for clients, maintaining updated files and ensure all tasks for trip prep are complete, assisting clients with selecting travel insurance and supply quotes

Freelance Social Media Marketer, Email Marketer, Blogger

Various | March 2020- Present

Digital advertising, SEM, email marketing, social media, and any paid or organic marketing for over 15 small businesses. Collaborating with teams in-house and around the world to develop and curate content. Analyzing results and optimizing systems for lead conversion and cost. Identifying and implementing new marketing platforms and strategies. Digital and print copywriting. Social media management and moderation. Email Marketing Campaign copywriting and design. Video editing. Content Creation.

Senior Planner and Coordinator

Jane & Jasper | June 2020 - Present

Performing sales calls with potential clients and handling anything from full planning to a 30-day coordination process. Creation of personalized timelines for each client to keep their event running smoothly. Conducting in-person meetings and email communication with vendors and clients. Full on-site day-of coordination for the event, including but not limited to managing vendor arrival and set up, event site design, transportation and travel booking for clients and family/ guests, managing event site staff, and organizing clients' gifts and favors.

Owner and Lead Travel Planner

The Nomad's Direction | June 2020 - June 2021

Online-based wedding and travel planning services that create customized itineraries fit the client's interests and budget. Recommendations included: the best accommodations in the best neighborhoods with descriptions and links to book, activities in the area that best match the client questionnaire (concerts, events, walking tours, museums, farmer's markets, etc...), restaurants, and nightlife which match any dietary restrictions, all the transportation info one might need to get from A to B with links to pre-book any required tickets, and a handful of app recommendations to help along the way. Vendor research and recommendations were included in all of our wedding packages, as well as COVID compliance research.

Social Media Manager and Community Manager

The Expedition | December 2020-December 2021

Set strategy and created content for/managed social media accounts on Instagram and Facebook. Built relationships with influencers and partners. Reported weekly on metrics and performed analytics. Introduced potential partners to our affiliate program and onboarded them. Acted as a community manager on the website, encouraging conversation, asking questions and posting relevant links and topics. Created and posted content and blogs, wrote copy and provided support to members.