

MARI JO RODA

CONTENT MANAGER | WRITER | TRAVEL SPECIALIST

SKILLS

Reliable and supportive
Effective communicator
Collaborative nature
Problem solver
Excellent customer service skills
Sense of adventure
Creative and forward-thinking
Patient and empathetic
Detail-oriented
Well organized
Analytically minded
Efficient and resourceful
Natural multi-tasker

CONTACT

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LinkedIn mojotravels
Instagram mojotravels

SOFTWARE

Microsoft Office
Google Suite
Trello
Slack
Semrush
Google Trends
Keyword Planner
WordPress
Wix
Basic HTML
Adobe Creative Cloud
Lightroom + Photoshop
Canva
Constant Contact
Mailchimp
SurveyMonkey
Less Annoying CRM

CERTIFICATES

Content Strategy for Professionals
Designing Effective Websites
Writing Effective Web Content
Achieving Top Search Engine Positions
Creating WordPress Websites

PROFILE

Energetic, self-motivated travel professional turned content marketer with a background in writing, editing, designing and managing websites, blogs, newsletters and social media channels for the travel and hospitality industry. Extremely motivated to constantly develop my skills and grow professionally.

CONTENT MANAGEMENT

TRAVEL CONTENT MANAGER, WRITER

Panama Travel Consultants | Travel Journeys | Remote | Mar 2019 - Mar 2020

- Collaborated biweekly on destinations, sales and content marketing strategy
- Research, writing, keyword optimization, and publishing of web content blogs, newsletters and print brochures

CONTENT MANAGER, RETREAT PLANNER

Go Yoga Travel | Remote | Feb 2011 - Mar 2019

- Designed and maintain first full-page listing site dedicated to yoga travel
- Managed copy and images for digital listings and social media
- Designed and promoted yoga retreats in collaboration with teachers
- Negotiated vendor contracts, managed attendee data and payments

WEBSITE CONTENT MANAGER

The Villa Hunter | Remote | Mar 2013 - Mar 2019

- Designed and maintained website, managed social media marketing
- Researched, consulted, and managed private villa vacation reservations
- Negotiated vendor contracts, managed group data, payments and documents

TRAVEL & HOSPITALITY

SALES AND RESERVATIONS MANAGER, LUXURY VILLA SPECIALIST

Cabo Villas | Akumal Villas | The Villa Hunter | 2002 - 2019

- Trained and managed sales team of 8-15 agents with top year in sales of \$17M
- Created and implemented reservation policies and procedures
- Analyzed sales figures and evaluated sales team performance
- Successfully managed customer service and handled any elevated issues

ADVENTURE TRAVEL SPECIALIST, TRAVEL CONSULTANT

Venture Beyond | St. Joe Travel | Bursch Travel | 1990 - 2002

- Travel agency administration, accounting, leisure and group travel planning
- Launched and managed scuba diving and adventure travel agency resulting in profitable client base sale in 2002

EDUCATION

ST. CLOUD STATE UNIVERSITY

Associate Degree | GPA 3.63 | 1993

- Intercultural Communications
- Geography