

MARCUS CARNEY



**MARCUS CARNEY**  
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## **In the business of dream marketing.**

**Visit Seattle** | August 2016 – March 2020 | Tourism Manager

Key roles:

Managed Seattle's top international market of China and managed exploratory efforts in SE Asia | Managed South Korea 2016-2019 | Familiarization tour planner | Community booster | Travel Trade product builder | Social media International market manager | PR person | Marketing strategy presenter | Destination promoter  
Travel industry expert | Washington state ambassador

Major achievements:

- Strategic direction, management and oversight in China including management of 3 contracted firms.
  - Manage East West Marketing as in-market representatives for PR, Mailman X for digital strategy and social media and Chatly for WeChat CityExperience Mini Program.
- South Korea: manage AVIAREPS as in-market representatives for Travel Trade, PR, Social Media and consumer marketing (2016-2019)
- In 2019 shifted Visit Seattle's strategic direction in the Chinese market to focus on the digital space with concentration on WeChat and social media, focusing on content and connecting directly with future travelers.
  - Grew our Weibo following to over 322,000 in March 2020 from 181,000 in 2018
  - Saw consistent engagement on our WeChat from over 27,000 followers
- In 2019 launched Visit Seattle's only mascot for the Chinese market, Lucy.
- In 2018 launched a WeChat CityExperience Mini Program (9<sup>th</sup> in the world) with The Momentum Group and oversaw a multifaceted marketing effort including airport advertising and social media influencer hosting to support the launch of the program.
- Tour and Travel management; including itinerary creation support, familiarization tour planning and marketing programs.
- Media, press and KOLs (Key Opinion Leaders – or social media influencers); strategic placement and pitching of targeted specialized media to receive quality and impactful media coverage.
- Represent Visit Seattle to tour professionals at industry shows. [IPW | Active America – China | Go West Summit]
- In 2019 presented with Brand USA at Destinations International Annual Convention on the topic of China
- In 2018 presented with Tencent about WeChat trends at a Washington China Relations Council meeting

**Visit Walla Walla** | August 2015 – August 2016 | Group Sales Manager

Key roles:

Group Meeting and Event Sales | Event-community coordinator | Wine lover | Community expert  
Destination professional | Reception planner | Familiarization tour planner

Major achievements:

- Successfully executed the analysis and survey of event and meeting venues in Walla Walla and surrounding county.

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- Successfully created an updated and planner friendly Meeting Planner Guide.
- Planned and executed opening reception for the Travel and Words Conference including a multitude of community partners, helping expose them to the power of Travel Writers.
- Planned, hosted and executed media Familiarization tours, including three simultaneous tours for the Travel and Words Conference.
- Maintained organization's operations as only staff member for three months.

**Travel Tacoma** | July 2010 – September 2014 | Director of Visitor Experience (Conference Services Manager, Conference Services Coordinator)

Key roles:

Visitor Information Center | Conference Services | Volunteer, Staff management | Organizational leadership | Idea generator, dreamer, creative solution provider

Major achievements:

- Successfully executed the moving of our Visitor Information Center to the Convention Center and the creation of a welcoming and open space to encourage visitors to spend time and learn more about our area while saving approximately \$20,000 in rent and advertisement trades.
- Envisioned and created a welcome video for groups to play before conferences as promotion, as a welcome or as celebration. You can see a version of the video here.
- Took a Conference Services from 20 groups a year being serviced to servicing approximately 300 groups in four years.
- Helped create the Safe Lodgings initiative with the Businesses Ending Slavery and Trafficking, creating both an instructional program for hoteliers and police and a website where hoteliers and police can effectively communicate crimes.
- Developed Frontline training initiative with first hand experiences and training booklet.
- Developed and instituted survey for Meeting Planner Feedback and Visitor Experience.
- Implementation and execution of housing bureau, Meetingmax, working with varying groups each year and booking over \$1,200,000 of hotel rooms.
- Creation and implementation of Frontline Awareness program.
- Awarded 2013 DMAI 30 Under 30
- Ambassador for 2014 DMAI 30 Under 30

## EDUCATION

University of South Carolina | Graduated 2009 | Bachelor of Science, Tourism Management

## VOLUNTEER EXPERIENCE

Dahlia Living (Helping Hands for the Disabled) | 2012 – Current | Board of Directors, Auction Emcee  
Special Olympics | Volunteer since 2003

Chambers Creek Foundation | 2012 – 2017 | Board of Directors, Website, Marketing, Social Media