



# BEATRIZ

DESTINATION/ACCOUNT MANAGER

Madrid 28011, Spain

## EDUCATION

**Bachelor's degree in Tourism**  
University of Jaen, Spain  
February 2008

**Technical degree in Tourism information and commerce (FPS)**  
Cazorla, Jaen, Spain 2004

## CONTINUING EDUCATION

**Tourism Marketing course**  
180 hours  
AR Hotels, Almeria, Spain  
2013

**Negotiation techniques course**  
8 hours  
Civitatis, in-company training  
Madrid, Spain  
November 2019

## LANGUAGE COURSES

**Certified B2 in English**  
National Distance Education  
University  
2014

**Business English course**  
Civitatis, in-company training  
Madrid, Spain  
Sept.- May. 2019

**Conversational English course**  
Tollcross Community Centre  
Edinburgh, Scotland  
Dec-May 2011

**Intensive English course**  
Geos School  
Dublin, Ireland  
May 2007

References available on request

## PERSONAL SUMMARY

With + 15 years experience in the tourism sector, my varied portfolio includes: hospitality and online travel industry, tapping into the opportunity of the rise of experiential travel. I'm seeking a new challenging role in which my background and skills can be put to use to make things happen in an international team. Passionate and high-energy manager accustomed to working in fast-paced environments.

Spanish, LatAm and Nordic market expert

Partner management

Strong Interpersonal relationships

Product mindset

Problem solving skills

Persuasive negotiation skills

## PROFESSIONAL EXPERIENCE

**REGIONDO**  
Madrid  
jul 2021 -

### Sales Manager

Helping leisure activities providers sell online, manage bookings, and connect with leading OTAs so they can grow their business faster.  
Market: Spain

**VIPEALO**  
Madrid  
jan 2020 - Jul2021

### Destination Manager

Performed market research and assessed competitor offers to cover new destinations with activities and experiences. Handled the entire process of contracting suppliers: market analysis, trends, potential sales, and negotiation terms. Managed partnerships, building strong relationships, providing all the support required, and keeping the product updated to maximize its potential.

**CIVITATIS**  
Madrid  
Sept 2017 - Jan 2020

### Destination Manager

Performed market research and assessed competitor offers to cover new destinations with activities and experiences. Handled the entire process of contracting suppliers: market analysis, trends, potential sales, and negotiation terms. Managed partnerships, building strong relationships, providing all the support required, and keeping the product updated to maximize its potential. Worked closely with financial department to ensure proper invoicing, customer service to mediate incidences and manage client reviews to improve services, and IT to integrate API. Supervised, approved Spanish product content uploads, and ensured its development in all languages (EN, PT, IT, and FR.) Participated actively with a Civitatis stand at the **ARIVAL 2019 in Orlando, FL, USA** learning the latest tourism trends and networking with key players in the US tourism market.

## HARD/TECH SKILLS

Microsoft Office,  
Excel course Jul – Aug 2017  
Salesforce  
CRM  
Content management systems  
Wordpress  
Blogger  
Jira

## SOFT SKILLS

Influencer  
Empathy  
Goal oriented  
Communication

**GRUPO SMARTBOX**  
Madrid  
Oct 2011 – Mar 2017

### Account Manager

Contracted services to offer online, including overnight stays, adventure activities, wellness treatments, and gastronomy experiences nationwide.  
Managed and maintained partners' key services.  
Elaborated an online list of updates, changes, and corrected errors in published guides.

**MC DONALD'S**  
Edinburgh, Scotland  
Nov 2010 – May 2011

### Customer Service

Honed communication skills with crewmembers and customers in order to practice the English language in a fast and fun environment.

**AR HOTELES**  
Almeria and Granada  
April 2008 – Mar. 2011

### Booking Agent

Managed directly reservations from clients, and tour operators.  
  
Supervised inventories, quotas and rates.  
  
Worked on the extranet content management.  
  
Created and managed rooming lists for conferences and weddings acting as a liaison between travellers and the hotel.

**TOURIST INFORMATION CENTRE OF JAEN**  
Jaen, Spain  
Jan. 2007- June 2007

### Tourist Information Agent

Provided information about local events, attractions, and places of interest, transport, accommodation and tours.

**HALCÓN VIAJES VIAJES SACROMONTE**  
Jaen, Spain  
Jan.2007 - Dec. 2008

### Tourist Guide Assistant

Handled guided groups.  
  
Gave assistance to travellers during the trip.  
  
Was the liaison between local guides, travellers, and local services (accommodation, restaurants, events...)

**PARADORES DE TURISMO**  
Jaen, Spain  
Sept. 2004 - June 2005

### Receptionist

Checked guests in and out.  
  
Verified guests' payment methods during check-in.  
  
Assigned rooms to guests and informed them of any special offers in the hotel.  
  
Answered questions about what the hotel offers and the surrounding area.  
  
Served as a hostess at conferences, and ensured that all relevant preparations were made for the event.