

PETER C. BOLL

SUMMARY

Award-winning digital communications professional with experience developing and managing brands and corporate communications. Avid volunteer and community leader with experience developing and leading youth/family programs and planning local and international trips. Passionate, detail-oriented, and fast-paced. Seeking an opportunity to begin a new, fulfilling, and long-lasting career in the Travel industry.

SKILLS

Soft Empathy; Organization; Strategic Planning; Customer Service; Problem-Solving, Decision Making.

Hard Computer Technology; Digital Photography; Brand Development; Content Curation.

Software Sabre Red 360; Microsoft Office Suite; Google GSuite; WordPress; Adobe Creative Suite

WORK EXPERIENCE

MARKETING DIRECTOR – BALLARD TRUCK CENTER

March 2020 - Present

Helped to position organization as an industry leader in the Northeast. Produced award-winning print and digital assets to drive new and returning business. Developed and maintained a corporate brand to replace outdated and inconsistent content. Increased daily web traffic and web leads generated by 57%. Increased social media following and daily average interactions by 72%.

COMMUNICATIONS COORDINATOR – AMERICAN CAMP ASSOCIATION, NEW ENGLAND

January 2019 – March 2020

Increased social media following and daily average interactions by 142%. Designed a robust management system for a large repository of digital assets. Led the development of a modernized website with extensive custom features by managing relationship with agency partner. Provided support in all technical areas.

MARKETING SPECIALIST – MOHEGAN COUNCIL, BOY SCOUTS OF AMERICA

December 2015 – December 2018

Developed marketing and brand collateral material for special events, capital fundraising, and social media/web properties. Expanded and advised volunteer marketing and technology committees.

EDUCATION

WORCESTER STATE UNIVERSITY - B.S. BUSINESS ADMINISTRATION

Minor: Computer Science Focus: Marketing

AVOYA TRAVEL NETWORK / THE TRAVEL INSTITUTE

TRIPKIT Travel Agent Education + Travel Agent Proficiency (TAP) Test Completion

SABRE CORPORATION

Sabre New Agent Training

LEADERSHIP, AWARDS, MEMBERSHIPS

American Society of Travel Advisors *Member*

Cruise Lines International Association *Member*

Hermes Creative Awards 2022 *Gold Winner*

Hootsuite *Social Marketing Certification*

Boy Scout of America *Scoutmaster; Eagle Scout; Vigil Honor*

Health/Safety *CPR; Wilderness First Aid*

NOTABLE TRAVEL EXPERIENCE

Pacific - Australia + New Zealand (Planning 2024)

Asia - Thailand (Bangkok, Phuket, Krabi)

Americas - Bahamas (Abacos); Canada (Montreal); USA (New York City, Washington D.C)

Europe – Italy (Rome, Venice, Florence); Spain (Madrid, Barcelona); France (Paris)