

ADRIANA SERNA

Social Media • Communications • Travel

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Social Media Strategy For the Travel Industry

The key to a successful communication is the ability to integrate traditional and digital channels in a fun, smart and strategic approach. This means engaging with your customers and prospects, online as well as offline.

TOPICS

- > Social Media Strategy for Business
- > How to Get Social with Travel Marketing
- > Social Media for Events
- > Storytelling for Business
- > Leveraging LinkedIn
- > Networking that Works

BIOGRAPHY

Adriana is the Director of Communications for the Caribbean Hotel and Tourism Association, and an engaging bilingual (English & Spanish) speaker with expertise in social media, marketing and effective communications through the use of storytelling.

Adriana is a speaker with over 15 years of experience in marketing and corporate communications. She attended La Universidad Metropolitana de Caracas to study translation and interpretation. She is a graduate of Florida International University with majors in Marketing and International Business.

In addition to working with international brands such as Aeromexico Airlines, SoEnergy International, Tampico Beverages, MONY, Tiffany and World Research Group; Adriana has spoken at Mashable's Social Media Day Miami for three years running, and was an expert panelist at Social Media Week Miami 2015. Adriana frequently provides lectures and seminars about effective communication and social media.



The Miami Herald



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