

ANTHONY DALLA BONA

ADMINISTRATION COORDINATOR

FROM:

ANTHONY DALLA BONA
Administration Coordinator

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tonydallabona@gmail.com

TO:

**JOANNE WOLNIK &
HIRING COMMITTEE**

Ontario's Southwest
Regional Tourism
Organization

622 Dundas St., Suite 138
Woodstock, ON
N4S 1E2

Dear Joanne Wolnik,

I am the perfect fit and candidate for Ontario's Southwest Regional Tourism Organization. My career goals and personal values perfectly align with your organizational philosophy and mission. I have the technical skills you require and the passion and vision to exceed your expectations. Working with clients across industries has taught me to broaden my horizons and learn how to connect with customers and community members locally and across the globe.

As a Tour Guide and Director, I learned three important things 1) how to quickly connect with people and create effective working relationships, 2) the magic of introducing people to new experiences and seeing what they take away, and 3) how much I enjoy working with the small businesses that give every destination its soul.

As a professional marketer, I've had the privilege to work local businesses in film, construction, culture, cannabis, hospitality, the arts, craft beer and many others. Each has been a learning opportunity and a chance to develop my skills. Some career highlights include:

- **Planning and deployment of the community transformation project WIFF Alley**
- **Coordinating the marketing portfolio for WIFF 2019, record of 40,000+ tickets**
- **Coordinating 30+ special marketing projects for AgMedica Bioscience**
- **Coordinating Wagner Orchards and Estate Winery marketing projects including licensee sales, product marketing and new website development (in progress)**

Over the years, I've adapted to become an organizational powerhouse and the go-to for my team's needs. I hold strong technical skills in all areas critical to tourism and communications. The best team I can think of to join and contribute to is the Ontario's Southwest Regional Tourism Organization.

For these reasons, I believe I am an excellent candidate. Please see my skills and experience highlighted in the attached resume.

Best regards,

Anthony

ANTHONY DALLA BONA

ADMINISTRATION COORDINATOR

TECHNICAL SKILLS

Copywriting	Adobe CC
SEMrush	Google Ads
Microsoft CRM	DSLR
Constant Contact	Wordpress
Google Analytics	Hubspot

EDUCATION

B.COMM(c) IN BUSINESS ADMINISTRATION

University of Windsor - 2022
Major: Marketing
Minor: Italian

GOOGLE: CERTIFICATE IN ANALYTICS (2021)

FACEBOOK BLUEPRINT: DIGITAL MARKETING (2020)
ASSOCIATE (2019)

EXPERTISE

PROJECT MANAGEMENT
PRODUCT DEVELOPMENT
SOCIAL MEDIA
TRAINING DEVELOPMENT
PUBLIC SPEAKING
TRAVEL & TOURISM

CONTACT

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PROFILE

Experienced project specialist with over ten years of experience working with several organizations. Critical skills include digital marketing, relationship management, travel operations and planning. Effectively combines technical understanding with well-developed interpersonal skills and the ability to forge strong relationships with stakeholders.

EXPERIENCE

DARING CONSULTANTS & CO. | 2016 - Present Founder & Account Manager - Digital Marketing

Manage various client accounts ranging in size and scope as an independent contractor. Specializing in digital marketing strategy and social media management. Clients include:

- Windsor International Film Festival
- AgMedica Bioscience Cannabis Group
- Grupo Vaughan (Spain)
- Wagner Orchards and Estate Winery
- Chapter Two Brewing Company
- Blyth Academy
- EduTravel
- GreenLeaf Trails
- Wineology
- Abridged Opera

GLOBAL SUMMERS ACADEMY | 2020 - 2021

Manager, Marketing

Newly launched start-up by Sam Blyth (formerly Blyth Academy). Responsible for all marketing efforts and product development of 21 inaugural travel programs.

- Led full brand launch, including logo and brand guide, e-comm. website
- Social media strategy
- SEM campaign
- CPP paid media campaign
- Brand Ambassador Program

TRAVELOPIA GROUP | 2011 - 2019

Operations Manager

Managed and led 100-member Brightspark Educational Tour Director team. Started as North American Tour Director delivering top-rated client satisfaction in destinations including Ottawa, Montréal, Québec City, Toronto, Chicago, New York City, & Boston.

- Responsible for team recruitment, selection, training, and leadership
- 24-hour emergency support
- Payroll, expenses, & team culture
- Developed extensive in-office and in-destination training
- Managed leadership team

INTERESTS

TRAVEL | PHOTOGRAPHY | LANGUAGES | ENTREPRENEURSHIP
PROUD MEMBER OF 2SLGBTQ+ COMMUNITY | FILM | MUSIC