

Maresa Thompson

Senior Communications & Creative Director (aka Corporate Cowgirl) at Heritage Hotels and Resorts
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Summary

Maresa Thompson is the Senior Communications and Creative Director for Heritage Hotels & Resorts, Inc. and is responsible for the brand positioning, interactive marketing and public relations for 10 hotels and 18 restaurants, bars and spas in Albuquerque, Santa Fe, Taos and Las Cruces. She is proud to have contributed to national and international award-winning teams whose awards include HSMIAI Adrian Awards Interactive Best in Show, WebAward, MarCom Award, and several others. In 2013 she was recognized by Albuquerque Business First as a Top 40 Under Forty in the most competitive applicant pool to date. Recognized as an expert in her field, she has presented at several local, regional and national interactive and marketing conferences. She performs a juggling act with her tasks which vary from: Art Direction, Public Relations, Social Media, Advertising, Video Production/Editing, Graphic Design, Website Development, Project Management, Copy-writing, and occasionally: Sherpa, Magician, Cheerleader and/or Drama Queen. She is also known as the Corporate Cowgirl and in some circles as the Social Tornado.

Experience

District 12 Governor at American Advertising Federation

July 2015 - Present (8 months)

Volunteer position as the AAF District 12 Governor of the Board of Directors overseeing the AAF local clubs in 6 Southwest and Mountain states. Supervises the management of the D12 executive board including accounting, National Student Advertising Competition (NSAC), American Advertising Awards for District 12 (ADDYs) and serves on the National Board of Directors Council of Governors for AAF. Very rewarding to connect with advertising and marketing professionals all over the world through this organization.

Senior Communications & Creative Director aka Corporate Cowgirl at Heritage Hotels and Resorts

May 2014 - Present (1 year 10 months)

Promoted to evolve and supervise a new independent marketing department within the corporate structure. Our small but amazing corporate team is responsible for the brand positioning, marketing, interactive presence, community relations, cultural causes and public relations for 10 culturally designed New Mexico hotels with 18 bars and restaurants in Albuquerque, Santa Fe, Taos and Las Cruces. Learn more at <http://www.hhandr.com>

Marketing and Creative Director at Heritage Hotels and Resorts

June 2012 - Present (3 years 9 months)

Overseeing the branding, advertising, marketing, social media, websites, interactive marketing, graphic design, art direction, video, public relations, and more for seven New Mexico hotels and 10 bars and restaurants. Truly a dream job and I love it!

Senior Interactive Marketing Manager at Heritage Hotels and Resorts

March 2011 - Present (5 years)

Joined the team to be focused mainly on interactive marketing, website development, project management and advertising but they never had a creative in-house before I joined so my duties rapidly changed to include graphic design, art direction, brand identity development and other creative assets.

Board of Directors President at American Advertising Federation - New Mexico

July 2010 - June 2011 (1 year)

Honored to have worked with an amazing and dedicated board of directors. We succeeded in paying off \$22K of credit card debt and brought the club into financial stability without cutting club programs or services. Revamped the club's Public Service Media Program to bring in \$90K cash and \$450K in sponsorship media donations from 22 organizations. Hosted successful events including the largest ADDYs in the past several years. Worked with students to create the collateral and show of the ADDYs. Extremely thankful to the amazing individuals who accomplished so much in one year on this board. This was a volunteer position and an all-volunteer board with one paid Executive Director. Details: <http://www.slideshare.net/MaresaT/aafnm-2010-2011-annual-report>

Interactive & Design Manager at Albuquerque Convention and Visitors Bureau

June 2006 - March 2011 (4 years 10 months)

- Managed, developed, designed and produced more than 100 projects per year, often simultaneously working on as many as 15 projects ranging from interactive web development, collateral, video and e-mail marketing.
- Developed and managed production schedules, project budgets, RFPs and communication with internal team and vendors.
- Provides innovative cost-saving professional design solutions to work within tight budgets.
- Responsible for conceptual development copywriting, layout, design, implementation, production and coordination of in-house collateral materials for all divisions including advertising layout and logo design.
- Managed and maintains the ACVB website www.itsatrip.org including design, development, graphics and content.
- Managed the development and implementation of the website optimization (SEO), e-mail and web advertising campaigns (PPC) including social media campaigns.
- Supervised and mentored staff and interns on design and marketing projects.
- Managed photography contracts and assesses photography needs for all departments; maintains photography database; provides art direction on photo shoots; prepares photos for web and print production.
- Wrote articles for web, print brochures, direct mail, marketing plan and other marketing materials.
- Assisted with design and development of special events and functions including custom event video production.
- Wrote, recorded, edited and produced in-house video; also managed and produced videos for special events with production company vendors.
- Worked with national television and film crews on scouting, scripting and producing promotional footage.

Communications Specialist at Albuquerque Convention and Visitors Bureau

June 1998 - June 2006 (8 years 1 month)

Print production, graphic design, website maintenance, photography art direction, advertising layout and design, brand identify development. Promoted to take on a more concentrated role in interactive design, website project management and video production and editing.

Tourism Sales Administrative Assistant at Albuquerque Convention and Visitors Bureau

November 1997 - June 1998 (8 months)

Rapidly promoted after they realized I had graphic design experience and talent.

Head Lifeguard - Highland Pool at City of Albuquerque

May 1991 - May 1997 (6 years 1 month)

American Red Cross Certified Lifeguard and CPR instructor, managed a staff of 20 lifeguards, taught swimming lessons, taught lifeguarding and CPR professionally, saved lives.

Honors and Awards

HSMIAI Adrian Awards

Hospitality Sales & Marketing Association International

The largest and most prestigious hospitality competition recognizes outstanding advertising and public relations campaigns. • 2009 Best in Show Adrian Award - Web Marketing - Holiday Video "Life of a Brown Paper Bag" • 2009 Platinum and Gold Adrian Awards - Holiday Video "Life of a Brown Paper Bag" • 2009 Bronze Adrian Award - Summer Affordability Campaign • 2007 Gold Adrian Award - Albuquerque Website www.itsatrip.org

40 Under Forty

Albuquerque Business First

May 2013

These honorees represent 40 of the most outstanding young professionals in New Mexico selected out of the most competitive applicant pool to date of over 400 applications. <http://www.bizjournals.com/albuquerque/news/2013/05/14/abq-business-first-announces-40-under.html>

Top HAT Awards - Best in Show - Most Innovative Promotion

New Mexico Hospitality Association

November 2015

Won for the Eldorado Hotel & Spa Lobby Lounge Naming Contest promotion which generated 670+ entries and 10,300+ website votes over a 9 week timeframe and resulted in 250+ people attending the open house and name reveal.

WACVB Best Idea Program Achievement Awards

Western Association of Convention & Visitors Bureaus

Showcases innovative projects and creative marketing strategies. 2009 Holiday Video "Life of a Brown Paper Bag" 2008 Summer Affordability Campaign

Internet Advertising Competition (IAC) Outstanding Website

Web Marketing Association

2009

The highly competitive IAC recognizes excellence in online advertising. Won for for ABQ Experts Microsite.

Standard of Excellence WebAward

WebAward

2007

Won for ACVB website www.itsatrip.org WebAwards is the premier annual website award competition that names the best websites in 96 industries.

Gold MarCom Award

Association of Marketing & Communications Professionals

2007

Won for ACVB Website www.itsatrip.org

Cumbre Awards

New Mexico Public Relations Society of America

The Cumbre Awards are presented for exceptional public relations campaigns and tactics. • 2010– Silver: "Albuquerque Experts" Integrated Communications Campaign • 2009– Gold: Holiday Viral Video Gold: ABQ Affordability Campaign • 2008– Gold: Website - www.itsatrip.org • 2007– Best in Show: Albuquerque Tricentennial Campaign; Gold: ACVB Business Cards and Letterhead Silver: ACVB Two-year Marketing Plan; Silver: Rack brochures – Multi-languages; Silver: Sales Invitation • 2006– Gold: ACVB Two-year Marketing Plan; Silver: Albuquerque Media Kit; Silver: 25th Anniversary Booklet • 2005– Gold: ASAE Annual Convention Albuquerque Pre-Mailer • 2004– Silver: 2003 Albuquerque Film Directory

TANM TIARA Awards

Tourism Association of New Mexico

• 2012 Website Category - "www.ItsATrip.org • 2009– Most Innovative Promotion- Summer Affordable Campaign and Honorable Mention- "Life of a Brown Paper Bag" Most Successful Public Relations Effort- Public Sector: ACVB Media Kit CD • 2008– Best Website: www.itsatrip.org and 2006– Best Brochure: ACVB Rack Brochure (multi-languages)

Bravos Award for Excellence in Theater Arts

Arts Alliance (Now Creative Albuquerque)

2006

An annual awards celebration that honors excellence in the Albuquerque arts community. Won for 2005 National Poetry Slam

Service Industry Advertising Awards: Bronze Award

Service Industry Advertising Awards

January 2012

Won for the new design of www.itsatrip.org. SIAA is the only advertising awards to specifically recognize the achievements of the service industry. Many other advertising awards are dominated by consumer goods, packaged goods and other tangible products. The service industry is adding a significant contribution to

marketing and advertising. SIAA recognizes the creativity and communication accomplishments of the service industry.

Communicator Awards - Website

Communicator Awards

May 2012

Won for the redesigned www.itsatrip.org. The Communicator Award statuette is a new, modern representation of a continued pursuit of excellence in communications and is a fitting recognition of the best work being done across the industry.

Volunteer Experience

Governor at American Advertising Federation - District 12

July 2012 - Present (3 years 8 months)

Serve on the District Executive Board for the AAF-D12 representing New Mexico, Colorado, Arizona, Utah, Wyoming and El Paso. Currently serving as Governor position.

Board Member at New Mexico Tourism Department Central Region Board

January 2015 - Present (1 year 2 months)

NMTD Regional Board of Directors advise the tourism department on advertising and marketing fund allocation.

A is for Art Committee Member at APS Educational Foundation

May 2013 - Present (2 years 10 months)

Serving on the event committee helping with publicity and to grow the event through increased exposure in the arts community in ABQ and NM. A is for Art celebrates APS arts students in a big way through a special event at Hotel Albuquerque on September 20th. Arts are an essential part of a well-rounded education and tend to be underfunded and overlooked. This event is designed to celebrate and honor the talented student artists we have in our community. The event includes juried art show silent auction of high school student work as well as entertainment by talented APS student performers. Hotel Albuquerque is pulling out all the stops to make this a beautiful event with edible art stations as well.

Advertising Judge at Various Professional Advertising & Marketing Organizations

October 2010 - Present (5 years 5 months)

Judge for HSMAI Adrian Awards in the Interactive Advertising and Marketing categories from 2010 to present. American Advertising Awards (ADDY) Judge for AAF Rio Grande in 2016

Public Speaker at Various Local, Regional and National Organizations

Have given numerous presentations at local, regional and national conferences: • 2015 American Advertising Federation Western Region Conference "Fundraising" in Honolulu, HI • 2012 Creative Albuquerque Symposium on the Creative Economy "Messaging Mojo" Panel Moderator • 2012 American Advertising Federation Western Region Conference "Rethinking Finances: New ideas for revenue

generation" in Denver, CO • 2008 & 2010 Western Association of Convention & Visitors Bureaus (WACVB) Destination Marketing Tech Summit Speaker: 2010- "Destination Videos: Get the Full Picture" www.itsatrip.org/videoisawesome in Seattle, WA; 2008- "Using Video-based Content to Market Your Destination" in San Francisco, CA • 2007 E-Tourism Summit "What You Should Know Before Overhauling Your Website" in San Francisco, CA • Presenter at various educational classes at UNM, CNM, TVI etc.

President, Board Member & Committee Member at American Advertising Federation - New Mexico

October 2007 - June 2013 (5 years 9 months)

Served as President in 2010-2011. Also served as Vice President, President, Past President, Public Service Media Committee Chair, ADDY Event Chair, Membership Chair and ADDY Event Committee. Helped the club come out of \$20K in credit card debt to be financially solvent.

Member Cheerleader at ArtBar By Catalyst Club

2013 - July 2014 (1 year)

Introduce influential community members to the first non-profit bar in the country that supports the arts in Albuquerque. Organized and hosted the first annual Halloween Party and obtained media and prize sponsorships to produce one of the highest profit nights to date for the bar. When you drink you drink for good, check out this amazing venue that has great events and supports the arts. <http://www.catalystclubnm.org> Sadly closed in 2014

Executive Meeting Planner & Graphic Designer at 2005 National Poetry Slam Host Organization Committee

November 2002 - September 2005 (2 years 11 months)

The National Poetry Slam is the largest annual event of Poetry Slam Inc. a national non-profit organization • Wrote and produced the bid which brought the event to Albuquerque. • Designed, wrote and produced public relations campaign and marketing collateral materials. • Responsible for coordination of contracts with hotels, venues, vendors, and sponsors for the four-day national event. • Event received local, national and international press coverage including Associated Press articles. • Finals night event at the Kiva Auditorium in the convention center sold out to an audience of 2,300.

Publications

Looking Back to Place

Old School Books - Albuquerque 2008

Authors: Maresa Thompson

Contributed poem "What Water Means to Desert People" in this poetry anthology edited by Susan McAllister, Becky Holtzman and Mikaela Renz-Whitmore

A Bigger Boat: The Unlikely Success of the Albuquerque Poetry Slam Scene

University of New Mexico Press 2008 2008

Authors: Maresa Thompson

A Bigger Boat chronicles the Albuquerque Slam Poetry scene's growth and success at the 2005 National Poetry Slam competition, which it hosted and won. This collection of poems and personal memories explores Slam from the voices of the poets who began developing the Albuquerque scene in 1990 to poets who witnessed and celebrated the 2005 hometown victory. Contributed several poems and essays to the publication and was on the Executive Committee who produced the event.

Skills & Expertise

Branding & Identity

Marketing Strategy

Project Management

Advertising Management

Art Direction

Marketing Communications

Social Media Marketing

Public Relations

Graphic Design

Copywriting

Video Production

Video Editing

Adobe Creative Suite

Microsoft Office

Meeting Planning

Event Management

Web Design

Information Architecture

Email Marketing

Online Advertising

Corporate Blogging

Board of Director experience

Presentations

Public Speaking

Grant Writing

Performance Poetry

Creative Direction

Copy Editing

Press Releases

Marketing

Advertising

Social Media

Social Networking

Editing

Integrated Marketing

Website Development

Event Planning

Facebook
Online Marketing
Brand Management
Interactive Marketing
Logo Design
Trade Shows
Brochures
Video
Sponsorship
PPC
Newsletters
Brand Development

Education

University of New Mexico Continuing Education

Certificate Programs, Final Cut Pro, PhotoShop, InDesign, Dreamweaver, 2000 - 2008

The University of New Mexico

Bachelor of Arts (B.A.), Journalism & Mass Communications, 1993 - 1997

Activities and Societies: Concentration: Public Relations, Minor: Women Studies

Honors and Awards

• 2009 Best in Show (Gold and Platinum) HSMAI Adrian Award - Web Marketing - Holiday Video "Life of a Brown Paper Bag" • 2009 Bronze HSMAI Adrian Award - Summer Affordability Campaign • 2007 Gold HSMAI Adrian Award - www.itsatrip.org • 2009 Internet Advertising Competition (IAC) Outstanding Website for ABQ Experts • 2007 Standard of Excellence WebAward for www.itsatrip.org • 2007 Gold MarCom Award for www.itsatrip.org • Tourism Association of New Mexico TIARA Awards: 2009– Most Innovative Promotion- Summer Affordable Campaign; Most Successful Public Relations Effort- Public Sector: ACVB Media Kit CD; 2008 and 2011– Best Website: www.itsatrip.org and 2006– Best Brochure: ACVB Rack Brochure (multi-languages)

Interests

Design, Advertising, Marketing, Social Media, Public Relations, Meeting Planning, Event Production, Contemporary Art, Interaction Design

Organizations

American Advertising Federation

District 12 Governor

July 2015 to Present

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4 person has recommended Maresa

"Maresa is truly a marketing genius. She is creative, detailed, passionate and has an eye for artistic expression that is truly impressive. She is also a lot of fun to have on a dynamic team. Maresa is also very willing to speak her mind and fight for what she believes is right. She is loyal, energetic and delivers excellence. I am so thankful she is part of my team!"

— **Caryl Helsel**, managed Maresa at Heritage Hotels and Resorts

"Maresa is a wonderful fusion of traditional marketing skills blended with savvy in the new technologies and advertising vehicles for the modern marketing director. She combines enthusiasm with extraordinary talent to achieve amazing results and produce award winning art and content. She is a genuine mover and shaker who has a unique ability to provide a comfortable space for fellow creatives to excel. I have worked with her for several years and look forward to any opportunity share our creative minds."

— **Jeff Caven**, reported to Maresa at Heritage Hotels and Resorts

"I have had the pleasure to work with Maresa in both an indirect and direct capacity. She is extraordinarily talented, high energy, enthusiastic, team oriented and self motivated. We are lucky to have her on our marketing team at Heritage Hotels & Resorts."

— **Pam Jung**, managed Maresa indirectly at Heritage Hotels and Resorts

"I have had the pleasure of working with Maresa for over a year. During this time, Maresa has done an amazing job with her creative talent which has elevated the quality of the company's "look and feel". She is someone who always follows through and is absolute pleasure to work with. I am lucky to have Maresa as part of my team!"

— **Kathleen Cullen, CRME**, managed Maresa at Heritage Hotels and Resorts

[Contact Maresa on LinkedIn](#)