

# Susan Winters

Creative Director • Communications • Publishing  
Travel & Guest Experience

[www.SusanWinters.net](http://www.SusanWinters.net)

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BFA in Graphic Design from the School of Visual Arts, NYC

Toastmasters: achieved Dynamic Leadership and  
Communication Paths

## Experience

### Guest Communications Manager

Thalassa Journeys • Orlando, FL January 2024 to March 2026

- Developed and produced premium guest communications for more than 40 educational and expedition journeys annually.
- Designed brochures, welcome materials, and personalized travel documents that elevated the guest experience and strengthened brand perception.
- **Transformed previously text-based materials into professionally designed communications aligned with a luxury travel audience.**
- Assisted guests with travel requirements, visa guidance, and journey preparation.
- Coordinated and tracked travel prerequisites to ensure a seamless guest experience.

### Travel Advisor and Experience Designer

hello Dream Trip Travel June 2013 to present

- Advises and books travel for clients. Sets up and maintains group travel. **Specializing in creative travel.**



**Creative Communications and Design Professional with extensive experience in publishing, marketing, editorial development, and travel. Proven ability to craft compelling communications, manage complex projects from concept to execution, and elevate client and guest experiences through thoughtful design and storytelling. Skilled at working independently, collaborating across teams, and delivering polished, audience-focused solutions.**

## Core Competencies

- Creative Direction
- Editorial Development
- Graphic Design
- Marketing Communications
- Travel & Guest Experience
- Content Creation
- Publication Design
- Brand Communications
- Project Management
- Adobe Creative Suite
- Writing & Editing
- Remote Collaboration
- Travel Planning and Experience Designing

## **Founder, Publisher & Editorial Director**

hello, NewsCT, Redding, CT March 2013 to July 2023

hello, Redding CT; hello, Easton CT; hello, Bethel CT

- Founded and managed three community news platforms serving CT audiences.
- Directed all editorial, writing, interviewing, design, production, and distribution.
- Maintained a reputation for balanced, community-focused journalism for more than a decade.
- Developed publication branding, content strategy, and audience engagement initiatives.
- Click [this link](#) for example

## **Freelance Art Direction, Graphic Design and Marketing** New York, NY

- Significant skills include, but are not limited to;
- creating and designing print solutions to marketing and communications challenges
- executing and managing creative projects; social media creation and maintenance, Facebook and Instagram; book design

## **Earlier Career Highlights**

- Senior Art Director, Doubleday Book Clubs
- Creative Director, Worthington Publications
- Promotion Design Supervisor, Harper & Row Publishers

## **Community**

- Board member, Redding Neighbors and Newcomers
- Executive Board member for Temple B'nai Chaim in Georgetown, CT
- Fundraiser for local causes

Authorized to work in the USA (US Citizen)

Remote/ Hybrid positions preferred but not restricted

Will relocate