

JULIA BALES

EXPERIENCE

FLIGHT CENTRE • SALES MANAGER • Hong Kong • 2014-2015

- Initiated cruise marketing program for the local source market; Linked the company to key cruise suppliers in the region for development of co-op marketing programs; Identified solutions for creating cruise promotion database and cruise e-dm plan
- Organized weekly product training for agents in areas of air, tour, cruise, and hotel; Focused on facilitating agents to become experts in all arenas including airline alliances, loyalty programs, upgrades/benefits, advanced knowledge of seat classes, promotional updates, and supplier comparisons

COSTA CRUISES • SALES MANAGER APAC • Hong Kong • 2007-2014

- Responsible for expansion of the company's Asia partner network and overall sales development strategy in key markets including Japan, South Korea, Australia, New Zealand, Taiwan, Singapore, Thailand, Malaysia, Indonesia, and Sri Lanka
- Opened and negotiated strategic distribution channels in various markets including some of the largest travel companies in Japan and South Korea resulting in substantial annual sales growth; Maintained strong relationships with key decision-makers at partner agencies, as well as tourism organizations and related government entities.
- Developed over 25 account relationships by acting as the primary liaison to both new and existing partner agencies; Key duties included development of annual sales plans, creation of program-focused campaigns, and negotiation of partnership contracts.
- Secured the international cruise industry's first Korean charter deal; Grew business in Japan by nearly threefold in 3 years time.
- Led the marketing team in areas of co-operative campaigns with partner agencies, trade marketing initiatives (e-dm's, brochures, incentive schemes, etc.), social media activity, and various B2C promotions (website, launch events, dm's to loyalty members, etc.); Also organized annual co-op campaigns and agency training with strategic alliances such as Hong Kong Tourism Board, Singapore Tourism Board, Dubai Department of Tourism, etc.
- Covered sales in assigned markets for full product line which includes 15 ships with global destinations (Mediterranean, Northern Europe, Dubai & the Emirates, Indian Ocean, Asia, Caribbean, and South America).
- Regularly hosted familiarization trips onboard Costa ships as well as training/launch events for new and existing agents
- Launched the company's first sales program to offer Koreans embarkation from a Korean homeport; the same also for Japanese from a Japanese homeport.
- Involved in the design of new Asia itineraries and ports of call with Head of Marine Operations, port authority and shipping agents for chartered programs; Influential in the design of itineraries for seasonal deployment based on source market feedback
- Managed Korean & Japanese language translation projects of client/agent resources including brochure materials, e-dm's, websites and other online utilities; Coordinated between agencies and IT team to setup API connectivity in Japan and Australia.
- Initiated the development of the CostaClub loyalty program for Korean and Japanese guests.
- Directed the product customization for Japanese and Korean guests onboard Costa ships, from food and activities to staff additions and translations.
- Oversaw the organization of new ground operations of first-time turn-around ports including port assessment, selection and arrangement.

ABOUT GOLF LTD. • PROJECT MANAGER • Beijing, China • 2005-2007

- Managed staff of software engineers in the modeling of 3-D graphical environments for synchronization with the World Tours Golf software (previously known as Greg Normal Ultimate Challenge Golf and Microsoft Golf PC Game).
- Trained software team in the above-mentioned modeling procedures; Continuously gave instructional update sessions for the team advising on advanced techniques and new and more efficient procedures.
- Optimized project completion time by defining requirements and objectives, organizing project timetables, assigning team deadlines, and tracking progress in weekly reports; Coordinated daily with the U.S. team to ensure consistency between projects.
- Developed time-efficient processes to reduce production time.
- Ensured quality control by implementing extensive testing plan resulting in the output of clean and game-ready files
- Engaged in training and pre-sales activities for potential buyers.
- Initiated marketing strategy for Asian market; created promotional materials including graphically-designed brochures and videos.

WFTV FURMAN TELEVISION • EXECUTIVE PRODUCER • Furman University • 2004-2005

N.A.S.A. & THE SC SPACE CONSORTIUM • COMPUTER SCIENCE RESEARCHER • Furman University • 2003

- Worked alongside research team toward creating space weather data interpretation system and versatile interface to define heat sources for NASA's TIMED satellite project

EDUCATION

FURMAN UNIVERSITY • South Carolina, USA • 2001-2005

Bachelor of Science

- Computer Science
- Asian Studies / Mandarin

EAST CHINA NORMAL UNIVERSITY • Shanghai, China • 2002

LANGUAGES

ENGLISH • Native

MANDARIN CHINESE • Conversational

KOREAN • Elementary

SOFTWARE & PROGRAM LANGUAGE EXPERIENCE

<p>Software</p> <ul style="list-style-type: none">■ Macromedia Dreamweaver■ Macromedia Fireworks■ Macromedia Flash■ Adobe Photoshop■ Adobe Premiere■ AutoCAD■ Maya <p>General</p> <ul style="list-style-type: none">■ Microsoft Office applications	<p>Programming Languages</p> <ul style="list-style-type: none">■ Java/JavaScript■ HTML■ LISP■ PHP <p>Travel Industry Specific</p> <ul style="list-style-type: none">■ Galileo (and Smartpoint) by Travelport■ ClientMajic by Travcom
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