

Gina Duncan



Contact



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ginaduncan31.journoportfolio.com

Social



[instagram.com/myrooftopstories](https://www.instagram.com/myrooftopstories)



[linkedin.com/in/gina-duncan-175046194/](https://www.linkedin.com/in/gina-duncan-175046194/)

Travel Experience

32 U.S. States, France, Ireland, United Kingdom, Canada, Spain, Mexico, Jamaica, Antigua, Bahamas, Cayman Islands, Italy, Vatican City, Germany, Thailand, Japan, Morocco, Portugal, Ecuador, Costa Rica, Dominican Republic, Switzerland, Sweden, and Denmark

Skills

Canva

Videography

Photography

Wix & WordPress

Copywriting

Google Workspace

Adobe Lightroom

Fiction & Travel Writing

ChatGPT

Gemini

Education

Chatham University | Pittsburgh, PA

Bachelor of Arts in Communications, 1988

Fordham University School of Law | New York, NY

Juris Doctor, 1998

Experience

Marketing & PR Manager

Visit Marietta-City DMO

2023 - Present

- Oversee and execute social media strategies, increasing the follower base by over 10,000 followers across platforms (Facebook, Instagram, TikTok) through consistent engagement, targeted content, and creative campaigns.
- Design visually engaging social media posts, marketing materials and ads enhancing the brand's online presence and supporting marketing initiatives.
- Author and edit monthly newsletter and blog posts creating compelling content to promote events, and drive traffic to the website.
- Update the Visit Marietta website.
- Plan and execute the Taste of Marietta, a local food festival with over 40 restaurants, a chef's stage, a VIP lounge, and a food judging competition. Drawing over 35,000 attendees.

Writer & Editor

My Rooftop Stories Blog

2019 - Present

- Developed the layout, built and continue to maintain the website, ensuring a cohesive and engaging user experience.
- Write, edit, and research engaging blog posts on destinations, lifestyle tips, and experiences.
- Daily management of all social media content.
- Capture photos and videos during travel, using visual storytelling to enhance blog content and social media posts.
- Assigned stories to the student writing team, providing feedback and editing.

International Director

Global Leadership Adventures- Costa Rica

Summer 2022

Teen Travel Network - London, Paris, Geneva

Summer 2023

- Worked closely with the Local Program Director to facilitate a positive and enriching experience for both mentors and students, ensuring smooth program execution and adherence to safety protocols.
- Led the implementation of leadership curriculum, guiding students through structured, impactful learning experiences that promoted personal growth and leadership development.
- Lived alongside students throughout the program, providing 24/7 supervision and support, and maintaining responsibility for the students' safety and overall experience.
- Took daily photos and maintained a daily blog of student activities, sharing them with parents and headquarters for use in marketing materials and providing parents with updates and insights into their child's experience.
- Provided ongoing support to mentors, conducting goal-setting sessions and regular check-ins to ensure mentors' growth.

Content Writer & Editor

The Content Castle

2019

- Wrote and edited content for a broad range of clients blogs and website text.
- Researched content and generated SEO for articles and white papers.