

## **New Face Welcomes Visitors to the CVB**

A new team member, Aurora Cantu, joined the Corpus Christi Convention and Visitors Bureau as receptionist and sales assistant in mid July.

“Aurora brings a unique blend of skills to this position that so often creates the first impression of our organization,” said Keith Arnold, President and CEO of the CVB. “Her background in customer service coupled with her computer skills combine to make her an ideal employee. Additionally, she is fluently bilingual and her last position involved working with online marketing for multiple CVB’s across a broad region of the USA. She is a capable and enthusiastic addition to our team at CCCVB.”

Cantu’s job responsibilities include answering the CVB main telephone line, assisting visitors and guests, preparing and processing sales leads and accompanying follow-ups and business reports. Her roles also include assisting the sales staff with bid proposal creations and coordinating hotel proposals.

Cantu also responds to convention and travel trade clients who request information, maintains constant supply of sales materials and monitors usage among other duties.

She comes to the CVB from U.S. Destination Marketing or USDM.net where she worked as an SEO strategist for nearly four years. While at USDM, she worked often with CVBs. Before that, she worked as a service representative for five years for SBC.

Cantu calls Corpus Christi her hometown having graduated from Ray High School. She also attended Del Mar College’s business and LVN program.

Extremely active in her community, Cantu has a passion for Corpus Christi having volunteered for Bayfest, the American Red Cross, American Cancer Society’s Relay for Life and Susan G. Komen’s Race for the Cure. She also won the distinct honor of being the first runner-up and Miss Congeniality in LULAC’s Feria de las Flores pageant.