

CHARLENE PETERS

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781-631-6402

I am an innovative, impactful, dynamic, and resourceful communications leader and destination content manager with experience as an integrated marketing specialist and creative visionary. My strength is to strategize, execute, and lead communications efforts to increase brand awareness. With 25 years of experience publishing travel, food, wine, and wellness stories, I am considered a tourism and content marketing expert.

Professional Experience

Marketing & PR Communications, Brand Content Development	2019 to present
Destination Marketing & Communications Director, Visit Calistoga	2015 to 2019
Editor, Special Features, plus syndicated food/travel columnist	2005 to 2014

Freelance Writing

- [Apple News](#)
- [Napa Valley Register](#)
- Syndicated travel/food columnist for [Gannett](#)
- USA Today
- New Hampshire Winery Assoc. [Blog Content](#)
- Food, Wine, Travel Magazine of IFWTWA
- Sada Wine Imports [Blog Content](#)
- [Rhelm.com](#) lifestyle content
- Commonwealth Wine School Blog Content
- Metro News
- Very Napa Valley Magazine
- Edible Marin/Wine Country [Magazine](#)
- Paris hotel correspondent, [Forbes Travel Guide](#)

Sponsored Content Writing

- Auberge Resorts
- Sauce Hair Products
- Cabo San Lucas Airbnb Concierge Service
- Pedago Electric Bikes
- AvantStay Itineraries

Press Release Writing [LINKS](#)

- Commonwealth Wine School
- Rhelm.com
- Keii Brands
- Gourmet Food & Wine Tours
- [Sada Wine Imports](#)
- Uplift Florae
- Bungalows at Calistoga

Book Writing

- "Travel Makes Me... Hungry in Mexico & The Caribbean" -- 2021
- "Travel Makes Me Hungry: Tales of Tastes & Indigenous Recipes to Share" -- 2020
- Contributing Chapter Author, "Digital Marketers Sound Off: Tips, Tactics, Tools and Predictions from 101 Digital Marketing Specialists" -- 2018

Tourism Highlights

- Taught Travel Writing at Napa Valley College Up Valley Campus – Summer Course
- Attendee - Australian Tourism Exchange – Adelaide, Kangaroo Island, Tasmania, Sydney and Byron Bay
- Attendee – International Wine Tourism Conference – La Champagne, France

- E.J. Gallo on "Italians Do It Better" - V.I.P. wine/food tour through Tuscany & Giuseppe Giusti Balsamic Vinegar

Wine Judging

- San Francisco Chronicle Wine Competition 2018
- Concours Mondial de Bruxelles 2007

Invited Talks

- Presentation on California Olive Oil Tourism Trail scheduled for Sept. 25, 2022 in Greece
- Big Blend Radio talk about Boston is scheduled for June 2, 2022
- Wine Women Radio Show Guest to speak on Calistoga, California tourism, 2019
- Transformed Traveler Radio Show to speak on how travel has shaped my life, 2014
- Travel 2.0 to speak on my life in travel
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EDUCATION AND TRAINING

WINES OF PORTUGAL ACADEMY: CERTIFICATION	2020
WINE & SPIRIT EDUCATION TRUST: LEVEL 2 AWARD CERTIFICATION	2019
MASTER OF ARTS: GLOBAL COMMUNICATIONS in Paris France	2015
BACHELOR OF ARTS: WRITING, LITERATURE & PUBLISHING in Boston	2005

ACTIVITIES AND HONORS

• Member of International Food, Wine, Travel Writers Association	2021-present
• Member of TravMedia	2012-present
• Member of Society of American Travel Writers (SATW)	2019-2021
• Wine Women Board Director, Business Development	2019-2020
• Public Relations Society of America (PRSA) Member	2015-2020
• Association of Food Journalists Member	2017-2019
• Soroptimist International of Calistoga, Public Awareness Board Director	2017-2018
• President, Wine Society Club, American University of Paris	2014-2015