

## TRAVEL JOURNALIST, EDITOR & PHOTOGRAPHER



## SPEAKER, TEACHER & TRAVEL INDUSTRY LEADER



## BRAND IDENTITY & MARKETING CONSULTANT



Over 25 years experience as a freelance travel journalist, editor and photographer covering solo, family, adventure, culinary and luxury travel as well as interior design, architecture, art, golf, spa, shopping, attractions and events.

Articles published in consumer, trade, custom print publications and online outlets including **Reveal Magazine, USA TODAY, USA TODAY GoEscape, U.S. News & World Report, SmarterTravel.com, Delta Sky, Midwest Living, Reveal Magazine, CruiseCritic.com, South China Morning Post** and **AAA Publications**.

Author/editor for the first **Not For Tourists Guide to Chicago**, worked as contributing editor for **Midwest Living Magazine** and wrote for **Harley-Davidson Ride Atlas of North America**.

Member of the **Society of American Travel Writers, North American Travel Journalists Association** and **Family Travel Association**.

Speaker at travel industry conferences including the **New York Times Travel Show** and **Society of American Travel Writers**. Topics covered are the travel writing profession, cross-platform publishing strategy, working with media, travel trends and family travel.

Presenter for tourism and travel marketing events, educational webinars and workshops. Creates customized travel industry content and media relations training programs.

Teach and lecture on travel writing and publishing strategy at **Loyola University of Chicago School of Continuing Education, Columbia College Chicago, University of Chicago Writer's Studio** and **DePaul University Chicago Graduate School**.

As Family Travel Association Media Center Director developed and managed media member communications, benefits programs and education initiatives.

Principal of Chicago-based, brand-building communications services company **Kit Bernardi & Associates** (founded in 1996).

Freelance writer, editor and photographer. Travel marketing professional drawing on both big agency and international corporate marketing experience working for **Hilton Hotels Corporation, United Airlines, ARCO Chemical Company** and others.

Provides clients integrated thinking in brand positioning, creative concept development, strategic planning, integrated marketing campaign management, social media support, special event production and partnership/sponsorship negotiation.

Portfolio includes work in travel, tourism, food, product, packaged goods, real estate and customer service.

## So far, traveled to six continents and more than 55 countries.



### PLACES

#### Africa

Botswana, Egypt (including Sinai Peninsula), Namibia, South Africa, Zimbabwe

#### Asia

China (including Hong Kong & Tibet), Japan, Israel, India, Myanmar, Nepal, Singapore, Thailand

#### Australia and The Pacific

Australia (including Tasmania), New Zealand

#### Northern Europe

Norway

#### Eastern Europe

Albania, Bosnia & Herzegovina, Croatia, Czech Republic, Russia, Serbia, Turkey

#### Western Europe

Austria, Belgium, France, Germany, Greece, Italy, Ireland, Liechtenstein, Luxembourg, Monaco, Netherlands, Spain, Switzerland, United Kingdom (England, Wales, Scotland)

#### North America

45 United States, Bermuda, Mexico, Canada (Alberta, British Columbia, Ontario, Newfoundland and Labrador)

#### Caribbean

Bahamas, Barbados, Cayman Islands, Curacao, Dominican Republic, Haiti, Jamaica, Martinique, Puerto Rico, Trinidad & Tobago, St. Lucia, U.S. Virgin Islands

#### Central America

Belize, Honduras, Costa Rica

#### South America

Argentina, Brazil, Venezuela



## WORK HISTORY

### Frankel & Company

#### Account Management Director

Developed brand-building marketing plans and managed multi-million dollar, integrated public relations-promotional programs for international, national and regional clients including United Airlines, ARCO Chemical Company, Target Stores, Oscar Mayer Food Corporation and McDonald's. Provided senior level consultation for crisis management, corporate positioning, employee relations and new product launches. Wrote executive speeches, training materials and awards presentations.

### Hilton Hotels Corporation

#### Hilton Chicago & Midwest Region Public Relations Director

Supervised consumer and trade media relations. Developed marketing programs targeting leisure, convention, corporate meeting, group and independent business traveler market segments. Responsible for crisis management and internal communications. Negotiated hotel product placement in Hollywood productions and managed on-site filming.

### McCormick Taussig & Associates, Inc.

#### Public Relations Director

Managed retail and real estate accounts including Taubman Company/Woofield Mall, Spiess Company and CMD Midwest, Inc. Planned special events and educational programs for trade and consumer audiences. Wrote newsletters, video scripts, advertising and catalog copy.

### Franklin College

#### International Student Director

Planned global student educational tours and managed housing for international college in Lugano, Switzerland.

### WFXW-AM Radio

#### News Announcer & Show Host

Wrote and broadcast morning news program; produced evening music show.

### Loyola University

#### Television Show Host & Producer

Researched, wrote, produced and reported on-air documentaries for cable television.

### Incentive Consultants

#### Travel Coordinator

Organized and led group sales incentive tours worldwide for company based in Toronto, Canada.

**2018 U.S. Travel Association & Brand USA IPW Travel Writer Award for Best U.S. Travel Destination Article. 2017 TravMedia Journalist of the Year.** Numerous journalism and marketing honors received from the Society of American Travel Writers Central States Chapter, North American Travel Journalists Association, Midwest Travel Writers Association, National Women's Press Association, Public Relations Society of North America, Illinois Women's Press Association, Publicity Club of Chicago and the State of Kansas.



## AWARDS

### M.A. Writing

DePaul University, Chicago, Illinois

### B.A. English Literature & History Minor Italian Language

Saint Mary's College, Notre Dame, Indiana

### Professional Development Programs

Sponsored by the Society of American Travel Writers and Midwest Travel Writers

### Marketing & Public Relations Courses

American Management Association, Chicago, Illinois



## EDUCATION

## THE WHOLE KIT & KABOODLE

Writer & Photographer

Tomboy

Fashionista

Napper

Girl Scout

Shopper

Collector

Batman Fan

Book Worm

Dancer

Mom & Spouse

Foodie



Global Nomad

WORKS HARD. PLAYS HARDER.

Kit finds adventure, laughs and jewelry wherever she goes. From small towns to mountain tops (including Everest Base Camp, 17,590'), she treks, bungee jumps, zip lines, kayaks, canoes, camps, horseback rides, scubas, shops, spas and eats anywhere in the world.