

# EVENT MARKETING: TRI-RAIL'S WINTER WONDERLAND

For many years, I supported the event marketing efforts for Tri-Rail's annual Winter Wonderland event, a holiday celebration that brought hundreds of families from across South Florida to one of its stations. The campaign required months of planning, including developing new design concepts, coordinating event layouts, creating sponsorship packages, and maintaining sponsor branding across print and digital materials.

I also led the digital marketing efforts, producing banners, social media graphics, targeted eblasts, performance reporting, and campaign analytics. One year, I incorporated AI tools to create custom 3D animated clipart and an original theme song for the promotional video.

In addition to Winter Wonderland, I designed graphics for other major annual Tri-Rail events, including the Downtown MiamiCentral Station Grand Opening, Ride & Play, Rail Fun Day, and On Track Summer Fest.

PROJECT: WINTER WONDERLAND GRAPHICS  
CLIENT: TRI-RAIL / GPR



**TRI RAIL**  
*Winter Wonderland*  
Saturday, December 14  
11am\* - 3pm  
Tri-Rail's Miami Airport Station  
3861 NW 21 Street, Miami, FL 33142  
Come and enjoy  
fun family activities  
and entertainment.  
**TRI RAIL**  
1-800-TRI-RAIL • TRI-RAIL.COM  
RIDE THE TRAIN • \$5 ROUNDTRIP WEEKEND FARES

\* First 100 riders with a valid train ticket get a FREE gift!

**TRI RAIL**  
*Winter Wonderland*  
Saturday, December 14 • 11am\* - 3pm  
Tri-Rail's Miami Airport Station  
RIDE THE TRAIN • \$5 ROUNDTRIP WEEKEND FARES  
Kids under 5 ride free!

\* First 100 riders with a valid train ticket get a FREE gift!

FREE FAMILY FUN

**TRI RAIL**  
*Winter Wonderland*  
Saturday, December 14 • 11am\* - 3pm  
Tri-Rail's Miami Airport Station  
3861 NW 21 Street, Miami, FL 33142  
Special Appearance by Santa Claus  
Costumed Characters • Balloon Artists  
Cookie Decorating • Coloring Station  
Face Painters • Live Entertainment  
Food Trucks • Bounce Houses  
**HERZOG**  
**TRI RAIL**  
1-800-TRI-RAIL • TRI-RAIL.COM  
RIDE THE TRAIN • \$5 ALL DAY WEEKEND FARES

\* First 100 riders with a valid train ticket get a FREE gift!

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Balloon Artists • Cookie Decorating • Food Trucks • Face Painters  
Coloring Station • Live Entertainment • Bounce House  
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