

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

