



For Immediate Release

COSTA MESA WELCOMES NEW MARKETING MANAGER

Costa Mesa, CA (January 9, 2014) – The Costa Mesa Conference & Visitor Bureau (CMCVB) recently named Linda Ta as marketing manager.

Ta will oversee all marketing functions, manage special events, and handle media relations to enhance and increase tourism for the city of Costa Mesa. She will also be responsible for raising awareness to the city as a premier destination for leisure travel. Linda Ta will report directly to Paulette Lombardi-Fries, president of the CMCVB.

“Ta has had a wealth of experience with proven success in developing marketing campaigns and increasing overall brand awareness,” states Paulette Lombardi-Fries. “Additionally, her expertise in online marketing, strong vendor and customer relations, and technology makes her a huge asset to the CMCVB.”

Linda Ta has an extensive background in project management, marketing, promotions and merchandising, budget management, and technology. Ta joins CMCVB from Newegg Inc., where she served in Product Marketing & Merchandising and managed over ten accounts with more than 530 different products. Prior to Newegg, Ta worked for Toshiba America managing vendor relations and co-marketing campaigns with accounts such as Microsoft, Intel and AMD. Ta’s past experiences include creating and managing marketing campaigns with sales goals up to \$280M annually.

“I am very proud to have the opportunity to market the city. Costa Mesa has a wealth of assets to offer domestic and international tourists,” states Ta.

Ta holds an M.B.A in Business Administration from Pepperdine University and a B.A. in Finance from California State University, Fullerton.

Linda Ta officially assumed the CMCVB Marketing Manager position on December 18, 2013.

###

About the Costa Mesa Conference & Visitor Bureau:

The Costa Mesa Conference & Visitor Bureau was established in 1995. The Bureau’s primary goal is to encourage leisure travel to Costa Mesa by engaging in marketing programs and events for the city of Costa Mesa. For more information on travel to the city of Costa Mesa, visit www.travelcostamesa.com. The Costa Mesa Conference & Visitor Bureau is a 501(c)(6) nonprofit organization.

Media Contact:

Jaclyn Gaffaney
Myriad Marketing
jaclyn@myriadmarketing.com
(310) 649-7700