

**CONTACT:** Cara Schneider  
(215) 599-0789, [cara@visitphilly.com](mailto:cara@visitphilly.com)

**VISIT PHILADELPHIA® WELCOMES NEW STAFF:  
ERIC CORTES & CATHERINE QUIROZ**

*Cortes To Direct Social Media Efforts: Quiroz Named As Company's First Diversity Fellow*

**PHILADELPHIA, September 15, 2021** — VISIT PHILADELPHIA® today announced the appointment of two new staff members: Eric Cortes will serve as the director of social media strategy and innovation, and Catherine Quiroz comes on as the company's first diversity fellow.

"We are thrilled to welcome Eric and Catherine to VISIT PHILADELPHIA. They will both play vital roles in supporting our mission as we work to rebuild leisure tourism for the industry post-pandemic," said Jeff Guaracino, president & CEO, VISIT PHILADELPHIA. "We know that Eric's abilities as a strategic thinker, savvy analyst and creative storyteller will bring exponential value to our online presence, and we're excited to see Catherine hone her advertising, PR, web and social skills as part of our Diversity Fellowship Program, a vital new initiative for VISIT PHILADELPHIA that we're proud to offer as an opportunity for the region's rising-star marketers."

**Eric Cortes, Director of Social Media Strategy and Innovation:**

Returning to VISIT PHILADELPHIA after a 10-year hiatus, Eric Cortes will develop, lead and implement large-scale social media and content marketing initiatives from concept to execution. He'll oversee strategy development, content creation, influencer marketing, online community management, analytics and reporting for multi-channel campaigns, while maximizing paid, nonpaid, organic, earned and community-generated media across social media platforms.

Throughout his career, Cortes has executed marketing, public relations and social media strategies across many industries, working with VISIT PHILADELPHIA (2008-2011), Hobsons, Atlantic City Alliance, American Diabetes Association, National Cancer Institute, Amtrak and others. Just last year, he worked on the 2020 Census campaign that encouraged the Hispanic community to complete their census forms — a project recognized by Twitter as the "Best campaign for pivoting when it counts."

Cortes received his bachelor's degree from Temple University and his master's degree from St. Joseph's University.

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**Catherine Quiroz, Diversity Fellow:**

The first person named to VISIT PHILADELPHIA's Diversity Fellowship Program, Catherine Quiroz comes to the tourism marketing organization as a recent graduate of Temple University, where she earned a Bachelor of Science degree in tourism and hospitality management.

During her six-month, paid fellowship — a program designed to boost the number of underrepresented marketers in the tourism industry and add to the economic vitality of the region — the Philadelphia region native will work across departments to hone her marketing expertise in advertising, communications, social media, web, event management and more. Quiroz will also serve as a key member of the team producing the Love + Grit podcast, devoted to telling the authentic and diverse stories of the people and places that make Philly *Philly*.

While completing the fellowship, Quiroz will continue her work as an events support associate for Temple University's Fox Management Consulting and The Center for Executive Education.

VISIT PHILADELPHIA® is our name and our mission. As the region's official tourism marketing agency, we build Greater Philadelphia's image, drive visitation and boost the economy.

On Greater Philadelphia's official visitor website and blog, [visitphilly.com](http://visitphilly.com) and [uwishunu.com](http://uwishunu.com), visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets. 6<sup>th</sup> & Market Streets, (800) 537-7676

*Note to Editors: For high-resolution photos and high-definition B-roll of Greater Philadelphia, visit the Photos & Video section of [visitphilly.com/mediacenter](http://visitphilly.com/mediacenter).*