



Alumnus of the Week

Name: Ina Zubkute

Year of Completion: 2015

Programme of Study: BA Hons International Tourism Management with French

Job Title: Sales and Marketing Associate

Employer: Travelodge Canada

What you liked about Hertfordshire Business School?

Hertfordshire Business School has an educational environment that shapes young minds to be innovative and entrepreneurial. I valued the support and the access to a variety of resources aiding with my academic achievements. I also appreciate the support provided years after graduation. This assures graduates that they will not be turned down if further guidance is required with finding employment.

What you do in your job?

I am currently developing a marketing strategy for the hotel I'm employed with. I am also responsible for social media management, taking the initiative to introduce our guests to our hotel's culture. I aim to establish connections with various tourism boards and other organizations to increase destination's exposure and visitation throughout the year.

Whom you would like to connect with in the Alumni Network?

I would like to connect with people who aim to get involved with travel and tourism, and destination marketing organisations.


Contact Details

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 Hertfordshire Business School Alumni Network

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Our Community Thriving Together

Please email hbsalumni@herts.ac.uk if you have any candidate(s) for Alumnus of the week

go.herts.ac.uk/HBSalumni