



Benjamín Snorrason

Travel Operations & Digital Management

Profile & main skills

Dynamic, service-oriented professional with over six years of experience in the travel industry across three European countries. Experience in business strategy, client relations and project management for B2C and B2B markets. Skilled in managing travel logistics, developing sales strategies, and designing customer-focused websites to drive program sales and engagement online.



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Key competencies include:

- **Business development** - strategic growth in a startup role
- **Sales & marketing** - B2C and B2B sales (offers, promotions, inbound/outbound), and comprehensive digital marketing strategy and execution
- **Operations & coordination** - itinerary planning, program designing, activity & hotel reservations, coordination between activities to ensure best customer experience
- **Web design** - web design and User Experience skills focused on enhancing sales conversions online, and online presence
- **Management & HR** - recruitment of freelancers and employees, to help the business grow in right direction
- **Client relations & service** - Customer relations for clients on site, and encouraging repeating sales

Languages

- Icelandic (native)
- Swedish (native)
- English (fluent, B2/C1)
- German (fluent, B2/C1)
- Spanish (fluent, B2)

Tools & Skills

- Web design (Webflow) / UI/UX
- Github / Netlify
- HTML/CSS/Javascript (basic)
- SEO / SEM
- Google Workspace
- Canva - Web & Brochures
- Service minded & independent
- People skilled
- Business minded
- Problem solver
- Attentive to details
- Tech Savvy

Work Experience

MBestcare B2C | Business Manager (Tour Operator, B2C)

February 2021 – present. Tenerife,
Spain

Startup specialising in private retreats and wellness holidays

- **Built and managed** the business strategy in collaboration with the founder, taking responsibility for planning, development, and daily operations to establish the startup's presence in the Canary Islands travel

market

- **Drove sales, marketing, and product development** with a focus on optimising customer experience and offerings
- **Designed and maintained the website** to enhance user experience, with sales objectives to increase bookings
- Achieved over 120 individual sales in the first two years, maintaining only positive review records across platforms like Google, TripAdvisor, and Trustpilot

Atos / Technical support (IT consulting)
November 2019 – February 2021,
Tenerife, Spain

- Technical support for a client in Germany for software issues to be fixed remotely.

Braathens Airlines / Traffic assistant
(airline company)
August 2015 – September 2016,
Stockholm, Sweden

- Airlines traffic assistant for Braathens Regional Airlines at Bromma Airport, Customer service: check-in and gate agent using Altea Reservation System

Internships (tour operators)

Haman Scandinavia B2B / March -
August 2015

- Planning new group tours to Iceland for the catalogue 2016, and tailoring tours and offers to German B2B clients (travel agencies).

Naturreisen B2C / February - August
2014

- Project manager for a new tourist boat. Focused on marketing and selling through DMC's, tourist information centres, hotels, and other channels. Organised boat events to attract PR. General travel itinerary planning and reservations towards the German speaking market

Education

University of Bologna, Italy, 2019 /
Master in Tourism focused on Wellness,
Health & Sports
October 2017- June 2019, Rimini, Italy

- Master thesis focused on Wellness tourism, and its changing impact on quality of life for travellers and locals in the Canary islands

ESERP Business School, Spain, 2017 /
Bachelor in Tourism Management (BA
with Honours) accredited from
Staffordshire University, UK
October 2016 - May 2017, Barcelona,
Spain

- Bachelor thesis focused on Wellness tourism and its impact on sustainable tourism. Top up year to achieve the Bachelor's degree

Travel Education Centre, Sweden, 2015
/ Higher Vocational Degree (Destination
Management, incoming travel agent)
September 2013 - May 2015,
Stockholm, Sweden

- A two-year Vocational education focused on practical learning and doing to run or manage a travel company for incoming tourism