



MAHEKAL BEACH RESORT APPOINTS MARINA COLUNGA AS DIRECTOR OF SALES AND MARKETING

PLAYA DEL CARMEN, Mexico – May 31, 2016 – Mahekal Beach Resort proudly announces the appointment of Marina Colunga as Director of Sales and Marketing of the newly reimagined beachfront retreat in Playa del Carmen. In this role, Marina will generate maximum revenue through developing and executing strategies that foster marketing efforts, as well as drive sales and brand awareness for this multi-faceted resort.

“Marina Colunga brings unparalleled experience in sales and marketing on a local, national and global level, having held director positions for more than a decade with leading luxury resorts around the world,” said Julian Smaldoni, Managing Director of Mahekal Beach Resort. “Marina’s leadership skills, paired with her drive for success, industry knowledge and strong relationships make her a true asset to our Mahekal family.”

Bringing more than 13 years of industry experience to Mahekal Beach Resort, Marina most recently served as Market Director of Sales and Marketing for four all-inclusive Paradisus Dominican Republic resorts, where she strategically developed business plans to achieve sales objectives while building long-term customer relationships. The Argentinian native’s background also includes senior leadership roles at various Marriott Hotels & Resorts, including Director of Sales and Marketing in Mexico and the Dominican Republic. Additionally, Marina holds a bachelor’s in Business Administration and a degree in Marketing from the Universidad Argentina de la Empresa.

Nestled between the dense Riviera Maya jungle and Playa del Carmen’s longest stretch of beach, spanning 920 pristine feet, lies Mexico’s Mahekal Beach Resort, the only resort of its kind in all of Playa del Carmen with hand-laid, hidden stone pathways leading to 196 palapa-style bungalow accommodations, mere minutes from the sweeping, sandy beach - think Swiss Family Robinson style with high-end finishes and touches of Mayan culture. Greeted with crisp Caribbean scents, lush vegetation and colorful bougainvillea, the newly re-designed beachfront retreat introduces guests to an entirely fresh experience with exceptional new amenities, including four swimming pools and a seaside hot tub, a new Mayan-inspired Revive Spa and fitness center, three completely renovated restaurants - Las Olas, Cocina and Fuego - and four bars, Boli’s, Itzi, Las Olas and Fuego, as well as Vida Aquatica Dive Center. Mahekal is exceptionally authentic and intimate, as for this unplugged vacation experience, guests won’t find TVs in rooms, but will enjoy an in-house phone system, as well as state-of-the-art WiFi, so the only distractions are the outdoors and each other. The ultimate coastal experience is complete with a carefree, bohemian atmosphere, the look and feel of Mexico’s traditional past, thrilling adventures nearby and more.

For more information on Mahekal Beach Resort, visit www.mahekalbeachresort.com or call toll-free 1(877) 235 4452. To engage with the resort socially, visit [Facebook.com/mahekalbeachresort](https://www.facebook.com/mahekalbeachresort) or find us on Twitter at @MahekalPlaya or on Instagram at @mahekal_beach_resort.