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Top Skills

Email Marketing
Web Production
Web Project Management

Languages

American Sign Language

Certifications

Certified Culinary Travel
Professional
Luxury Lifestyle Travel Specialist
Certified by ALL Contemporary
Cruise Lines
Certified by Major River Cruise Lines
Elite Cruise Counselor (ECC)

Honors-Awards

Elite Cruise Counselor of the Year

Publications

60 Ways to Make Your Vacation Last
All Year
14 Sturgis Rally Rides in Six Days

Lucinda Belden

Travel Agency Owner, Writer and Advisor
Livingston

Summary

For my corporate life and my entrepreneurial years I have had an intensive and very rewarding background in web production, social media and travel. Combining these skills I provide an organized approach to corporate travel programs, custom and themed travel and travel content. Specialty areas are:

- Designing corporate cruise programs
- Social Media Travel Content. (blogs, Instagram, Facebook, Twitter)
- Online Marketing Production. (email newsletters, PhotoShop designs, e-magazines, website usability)
- Creating relationships with the local cruise line, business managers to offer top quality content and service.
- Writing travel content for books, newsletters, blogs, magazines and more

Experience

Stingray Travel

Travel Agency Owner and Advisor
February 2010 - Present (10 years 11 months)
Dallas-Fort Worth Metroplex

Created Stingray Travel brand. Worked as a franchise with CruiseOne/Dream Vacations. Handled all the daily operations of the business from generating leads, creating partnerships to growing client base and organizing public events. Also handled all the marketing, social media, monthly e-newsletters and website content.

Results

- # Was nominated and won the 2019 Cruise Agent of the Year from Cruise Line International Association for community involvement and contributions to the cruise industry
- # Earned top certification for cruise agents - Elite Cruise Counselor (ECC)
- # Published a book - "60 Ways to Make Your Vacation Last All Year" (on Amazon)

- # Nominated and received the 'Innovative Marketing' award in 2nd year from CruiseOne
- # Won multiple financial contest awards from Cunard, Royal Caribbean, Tourism Cares and more
- # Operated in the top 20% of production for over 1,000 franchises
- # Have been quoted in several industry magazines based on expertise (Agent @ Home, Travel Agent, etc.)

Freelance

Travel Content Writer

January 2020 - Present (1 year)

Dallas-Fort Worth Metroplex

Actively seek ways to write about all types of travel, from cruising, to land, to transportation.

Results

- # Writing a regular column in Ride Texas Magazine. A magazine for motorcyclists. The column is on living the full-time RV life while working and riding motorcycles across the United States
- # Serving on the board of the United Sidecar Association now and have provided articles for their quarterly magazine - The Sidecarist
- # My writing and riding are featured in multiple digital publications - including Progressive Insurance, Twisted Road and Rootless Living
- # Published two books on traveling: '60 Ways to Make Your Vacation Last All Year' and '14 Sturgis Rally Rides in Six Days

UNITED SIDECAR ASSOCIATION INC

National Board Member

August 2020 - Present (5 months)

United States

An extraordinary organization with over 10,000 members across the United States that brings sidecarists together through a quarterly magazine, national events and local leadership.

Adventure Angels

Founding Board Member

August 2012 - Present (8 years 5 months)

International

The Adventure Angels are a growing group of fun, adventurous women wanting to learn, teach, explore, bond, share and pursue the spirit of adventure in the travel industry.

Chevron

Web Project Manager

February 2008 - August 2008 (7 months)

Managed web production for several intranet sites and interactive web services for Chevron. Major projects included production of 'Line Rider', Chevron's monthly eMagazine, from editorial to live production; project management and production for Chevron's 'Upstream' division, including six international divisions and the production and growth of Chevron's intranet site launch – 'Explore Chevron' including Flash development and a resource library.

Results

- # Generated a new budget for Line Rider which was on target during the entire contract period.
- # Launched the eMagazine on time (first time it had been accomplished in the past four years).
- # Organized and initiated the first user testing on the proposed website design for the eMagazine.
- # Created a production schedule for Explore Chevron – all site components came from different departments in different time zones.
- # Created a proposed schedule for centralizing Chevron's company news stories online.

NBCUniversal Media, LLC

Web Director

October 2006 - February 2008 (1 year 5 months)

Chicago, Illinois, United States

Managed the production of a daily TV show website and its interactive/social media components. Work daily in an entrepreneurial environment developing processes and procedures for a 'never been done before' integrated TV show with streaming content. Managed all web content and developed all processes and procedures for managing and publishing copy. Delivered interactive and social media components for the site such as chat rooms, digital video, blogs and text messaging. Managed ten, 2 million dollar advertisers in the development of their integrated site segments online and managed 3rd party vendors each season. Planned online content for seven show segments daily. Oversaw the development of online contests for major giveaways. Reported directly to NBC Digital Project manager in New York office and the Executive TV Producer onsite.

Results

- # Screened, interviewed, hired and managed a 4 member web production team.
- # Learned a minimum of 20 new systems/software and how they integrated in order to run the web-based show.
- # Created the 'Homepage Production Guide' for daily changes to the site.
- # Increased page views per user from 1.2 to 6+ pages within the first quarter.
- # Grew the chat rooms from one to three chat rooms.
- # Initiated web production meetings with iVillage editors weekly for online production, integration and elimination of duplicate content.
- # Trained TV producers and assistant producers on web use and integration with TV segments.
- # Integrated new features for photo and digital contests online.
- # Generated a weekly newsletter including content development, user testing and submission.
- # Was promoted from associate associate web producer to web director within 6 months.
- # Among only 30% selected to relocate with show to Chicago from Florida.
- # Planned and executed the website tools, team and site transition from Florida to Chicago.

Cox Radio

Web Content Producer

April 2005 - February 2006 (11 months)

Reported directly to the VP of Marketing providing web production for 5 radio station websites. Internal production included managing multiple content management systems, overseeing site production for 50+ account managers and managing and training four station site designers.

Results

- # Streamlined internal processes creating more accurate productions and increased overall Internet sales.
- # Joined station promotional meetings integrating online components with on-air programs.
- # Wrote a regular monthly restaurant review column.
- # Provided web production on special radio projects for clients such as Universal Studios, Smirnoff Ice, Banana Boat, Disney and more.
- # Eliminated missing/incorrect information during the request process between departments by creating an effective online submission request form.
- # Increased account managers' overall sales by training them in web development features by meeting directly with them and their clients. Was brought into the bonus plan for this concept.

Received recognition from external clients for my promotional web designs.
Generated new reports for delivering statistical data from web analytics. This provided the sales staff with concrete information to pass on to their clients resulting in new and increased sales

Education

East Central University

BA, Human Resources - Languages · (1991)

Texas Woman's University

60 hrs towards MA, Linguistics