

SineQuaNon is a home-based agency hosted by Travel Planners International. They are part of the Ensemble Group and as such an agency, exposed to many travel connections for their clientele. SineQuaNon specializes in culinary travel via any venue as this is the CEO's passion. My mission was to help the CEO get started.



Hired by Susan Joyalle, CEO of SineQuaNon Travel Corp, Fort Lauderdale, FL, as their Start Up Chief Marketing Officer (“CMO”) to prepare the start up marketing plan, inclusive of logo development, website collaboration and Facebook, LinkedIn, and Twitter site development for the company.

As acting CMO at SineQuaNon, I became a TPI agent, a member of Cruise Line International Association and National Association of Career Travel Agents. Working next to the CEO in all company business was the only way to truly know the marketing goals and ways to deliver to the customers. Attending Cruise 360 with the CEO was educational and important regarding preparation of the company marketing plans. Following the event, we gained certification in Boutique Cruise Specialist and Meetings/Events at Sea. Both educational sessions accounted for determining how much time would be spent on marketing small groups for this agency and from there we decided on the best target audience and campaign. The links are set up and live with posts started. The company will take over from here.

Portfolio Links:

<https://twitter.com/SineQuaNonTvl>

<https://www.facebook.com/sinequanontravel/>

<https://www.linkedin.com/company/11039444/>

“Tracy was instrumental in guiding us to a signature logo that fit our company perfectly. We had the name, however, we needed the right personality to create a persona to start with. Tracy found it!

While I was busy managing the day to day activities of business set up and client service, Tracy orchestrated all the social media account setups and management allowing me to grow my business during a crucial time. Tracy -Badcock and Associates, LLC becomes your team member. She came to travel events, became an agent, accomplished certification requirements and went the distance for me as a client.” Susan Joyalle, CEO, SineQuaNon Travel Corp.

