

GENFARE

Employee Spotlight



Christina Belmont
SENIOR MARKETING MANAGER

ALMA MATER:

Christina is a graduate of University of Illinois at Chicago.

FAVORITE PLACE TO TRAVEL:

Any place with a beach on the ocean.

HOBBIES:

On the weekends, you can find her shopping, spending time with her nephews, walking her dog and binge watching Netflix with her husband.

FAVORITE MOVIE OR BOOK:

Breakfast at Tiffany's, but prefers the book.

FUN FACT:

She's visited more than 40 states (including Alaska) and can't wait to check them all off her list!

GENFARE START DATE:

Christina started in February 2016.

ROLES & RESPONSIBILITIES:

Responsible for developing and executing overall marketing strategy--from content, social, video, web, and more. Strategize, plan and execute annual advertising plan. Attend conferences, network and liaise with APTA staff, clients and prospects.

PHILOSOPHY ON MARKETING:

"I believe in the power of persuasion and all that Marketing can bring to an organization to elevate its presence. I see Marketing as this amazing orchestra with several instruments working in concert to engage prospects and clients where they're at. A successful Marketing strategy includes multiple channels--social, website, email, SEO, content, strong branding, analytics and more."

FAVORITE THING ABOUT WORKING AT GENFARE:

"I have so much love and respect for my colleagues, and I very much enjoy being a part of the transportation community."