


# TRACY HEATH

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[LinkedIn Profile](#) 

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## EXPERIENCE

### **Copywriter (Contract) |** October Social Media SEPTEMBER 2018 - PRESENT

- Collaborate with leadership and account directors to develop social and content strategies for clients in the government, higher education, healthcare and commercial real estate industries.
- Develop client content for various social media channels

### **Digital Marketing Strategist (Contract) |** Influence Health AUGUST 2018 - PRESENT

- Provide data-driven digital marketing strategy for healthcare systems and hospitals, as well as pharmaceutical, clinical research and medical device organizations
- Improve customer experience and manage client reputation across marketing channels
- Ensure campaign messaging is consistent with clients' brands
- Manage budgets for clients' marketing campaigns
- Optimize marketing campaigns to provide the best return on investment and strategic results
- Build ad campaigns and landing pages
- Write content for landing pages, PPC ads, direct mail and client websites

### **Communications Manager |** Ingenious Med JULY 2015 - MARCH 2018

- Position was eliminated as part of a workforce reduction
- Established the marketing voice for this healthcare IT/SaaS organization
- Branded the company as a thought leader in the healthcare and healthcare IT industries through blogs, infographics, video, white papers, case studies and more
- Developed and managed public relations and social media strategies
- Built an internal communications program, including a monthly newsletter, intranet, LCD screens, executive communications, video and internal social media
- Developed content strategies and SEO content for all marketing efforts
- Took on the roles of product marketing and marketing automation as positions were eliminated

### **Senior Specialist, Knowledge Sharing |** Habitat for Humanity International SEPTEMBER 2014 - JULY 2015

- Helped grow affiliate participation in the Neighborhood Revitalization program by 20 percent through outreach strategies aimed at educating and engaging more than 1,400 affiliates
- Led redesign of the corporate intranet, which was used by US affiliates and headquarters staff
- Developed and managed content on intranet and public-facing Drupal website
- Created a social media strategy for community development programs that doubled followers
- Began data-tracking effort for communications and provided data-driven recommendations
- Developed and distributed national surveys and print/digital materials

**Assistant Director, Client Marketing | Georgia Institute of Technology**

**JULY 2013 - SEPTEMBER 2014**

- Advised seven academic units and research institutes on marketing professional education courses, expanding market reach to new national and international audiences
- Developed integrated marketing plans that included print and pay-per-click advertising, content marketing, e-mail campaigns, social media marketing and brand development
- Used marketing analytics and conducted market research to define strategies

**Senior Manager, Communications / Brand Journalist | Jones Lang LaSalle (JLL)**

**OCTOBER 2012 - JULY 2013**

- Established the marketing voice for the global commercial real estate firm's six-state Southeast region
- Developed a regional internal communications program, including intranet content, a quarterly magazine, newsletter, executive communications, town halls and change management strategies
- Managed regional public relations and social media efforts
- Wrote copy for all print/digital marketing efforts, as well as executive speeches, presentations, letters and corporate announcements

**Marketing & Research Specialist | Georgia Electric Membership Corporation**

**JUNE 2007 - OCTOBER 2012**

- Established a research program for the economic development department and conducted competitive analysis / market research for companies considering Georgia for new facilities
- Helped create and maintain corporate intranet in conjunction with the human resources department
- Developed a lead generation effort that identified international manufacturing projects with plans to invest more than \$509 million and create 3,900 jobs in the state of Georgia
- Created integrated marketing plans
- Led rebranding effort

**Communications Specialist | MAG Mutual Insurance Co.**

**JANUARY 2007 - JUNE 2007**

**Communications Coordinator | Georgia Electric Membership Corporation**

**JANUARY 2002 - JANUARY 2007**

**Senior Editor | Site Selection Magazine**

**JANUARY 1999 - JANUARY 2002**

**Associate Editor | National Real Estate Investor Magazine**

**DECEMBER 1995 - DECEMBER 1998**



## **EDUCATION**

**Bachelor of Science | Kennesaw State University**

**GRADUATED JUNE 1995**

Major: Communication / Journalism Minors: Graphic Design and Psychology



## **SKILLS**

Adobe Photoshop, Illustrator and InDesign; Yammer; Salesforce; Sharepoint; Drupal; WordPress; AdWords; Google Analytics; PowerPoint; Word; Excel; Basecamp; Asana; TaskRay; Mail Chimp; Constant Contact; Demand Engine; Survey Monkey; Survey Gizmo; Exact Target; Facebook Business Manager; and Pardot