

Tracy Heath

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Profile

Accomplished communications professional adept at developing organizational messages that inform and engage employees. Skilled at creating strategies that guide employees through major changes or initiatives outlined by leadership. Experienced at implementing tools and solutions for communicating across an organization.

Experience

Digital Marketing Consultant (Contract), Influence Health; Atlanta, GA – August 2018 - Present

- Develop data-driven digital marketing strategies for client healthcare systems
- Improve customer experience and manage client reputations across marketing channels
- Ensure campaign messaging is consistent with client brands
- Develop search engine optimized content for client websites
- Implement digital marketing campaigns and client websites

Copywriter (Contract), October Social; Atlanta, GA – September 2018 - Present

- Collaborate with agency leadership and account directors to develop social and content strategies for clients in the government, higher education, healthcare and commercial real estate industries
- Consult leadership on development of internal communications newsletter
- Develop monthly social media calendars for clients

Communications Manager, Ingenious Med; Atlanta, GA – July 2015 - March 2018

- Established an internal communications program that included an intranet, monthly newsletter, digital displays, internal social media, executive communications, town halls and other internal events
- Communicated corporate changes and human resource initiatives across the company
- Established the marketing voice for the organization
- Developed content strategies to brand the organization as an industry thought leader

Senior Specialist, Knowledge Sharing, Habitat for Humanity International; Atlanta, GA – September 2014 - July 2015

- Led redesign of the corporate intranet, which was utilized by more than 1,400 affiliates nationwide
- Maintained the Neighborhood Revitalization program's intranet content
- Produced and edited internal newsletters, as well as external case studies and marketing materials
- Helped grow affiliate participation in the Neighborhood Revitalization program by 20 percent through new communication strategies aimed at educating and engaging affiliates

- Developed content and maintained the Neighborhood Revitalization program's portion of the public-facing website
- Established marketing communications data-tracking program and social media strategies
- Managed and analyzed national surveys and focus group discussions to identify Neighborhood Revitalization program improvements

Assistant Director, Client Marketing, Georgia Tech; Atlanta, GA – July 2013 - September 2014

- Established internal and external communication programs for the Georgia Tech Manufacturing institute that included newsletters, lunch and learns, town halls, digital displays, brochures, social media and public relations
- Advised seven Georgia Tech academic units and research institutes on marketing professional education courses, developing data-driven, integrated marketing plans that included both digital and traditional marketing efforts

Senior Manager, Communications, Jones Lang LaSalle (JLL); Atlanta, GA – October 2012 - July 2013

- Established an internal communications program for the firm's six-state Southeast US region that included newsletters, intranet content, a quarterly magazine and events
- Established the regional marketing voice and managed regional public relations and social media efforts

Marketing Research Specialist, Georgia EMC; Atlanta, GA – July 2007 - October 2012

- Worked with Human Resources to develop a corporate intranet and maintained content for the economic development division
- Established a marketing and research program for the economic development department

Communications Coordinator, Georgia EMC; Tucker, GA – January 2002 - January 2007

- Developed and implemented internal and external communication plans
- Managed budgets

Senior Editor, Site Selection Magazine; Norcross, GA – January 1999 - January 2002

Associate Editor, National Real Estate Investor Magazine; Atlanta, GA – December 1995 - December 1998

Education

Kennesaw State University; Kennesaw, GA – BS in Communications/Journalism, 1995

Skills

Pay-per-click (PPC) advertising, Digital Marketing, AdWords, Facebook Business Manager, Canva, Adobe Creative Suite (Illustrator, Photoshop, InDesign), Salesforce, Sharepoint, WordPress, Drupal, Basecamp, JIRA, Confluence, Google Analytics, Microsoft Office (Word, Excel, PowerPoint), MailChimp, Constant Contact, Survey Monkey, Survey Gizmo and Pardot