

# Tracy Heath

Atlanta, GA 30306

M 404.321.5793

tcheath2017@gmail.com

[www.tracyheath.me](http://www.tracyheath.me)

## Profile

Accomplished marketing professional adept at developing a corporate voice and crafting effective messaging through clear, concise writing. Skilled at developing digital marketing strategies that build brands and generate leads. Uniquely talented at providing data-driven recommendations to achieve organizational goals.

## 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
- Develop monthly social media calendars for clients

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

- Established the marketing voice for the organization
- Developed content strategies to brand the company as an industry thought leader through the use of blogs, infographics, video, white papers and case studies
- Developed and managed public relations and social media strategies
- Established an internal communications program
- Developed search engine optimized content for website
- Performed product marketing and marketing automation duties as positions were eliminated

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

- Helped grow affiliate participation in the Neighborhood Revitalization program by 20 percent through new communication strategies aimed at educating and engaging affiliates
- Established marketing communications data-tracking program and social media strategies
- Led redesign of the corporate intranet, which was utilized by more than 1,400 affiliates
- Produced and edited newsletters, case studies and marketing materials
- Developed content and maintained the Neighborhood Revitalization program's portion of the public-facing website

- 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

- Advised seven Georgia Tech academic units and research institutes on marketing professional education courses
- Developed data-driven, integrated marketing plans that included both digital and traditional marketing efforts such as pay-per-click advertising, email campaigns, social media marketing, direct mail, public relations and content marketing
- Used data analysis and conducted market research to define strategies

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

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

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

- Established a marketing research program for the economic development division
- Conducted competitive analysis and market research for companies considering Georgia as a business location for new facilities
- Developed a lead generation effort that identified investment projects valued at more than \$509 million with job creation estimates of 3,900
- Led rebranding efforts
- Developed and implemented marketing strategies

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

- Developed and implemented internal and external communication plans

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