

profile

Strategic, data-driven marketing director who uses traditional and digital marketing programs to achieve corporate goals, increase customer engagement and improve customer experience.

- **Developed new vision and mission as part of a leadership team to turn around an ailing organization**
- **Developed and implemented a comprehensive bi-lingual marketing strategy to expand reach to a growing Spanish-speaking audience**
- **Established new processes and streamlined communications platforms for better data tracking and customer experience**

professional experience

HEMOPHILIA OF GEORGIA, Atlanta, GA *[health care nonprofit]*

April 2019 to present

Director of Communications

- **As part of the executive leadership team, helped craft a new vision and mission for the organization, outlining strategic goals and initiatives for the next five years**
- **Helped obtain URAC accreditation for the company's specialty pharmacy**
- **Increased social media following across all platforms by 20 percent**
- **Implemented crisis communications effort during COVID-19 pandemic**
- Implement and maintain new SharePoint intranet
- Lead bi-lingual communication strategy across website, print materials, email and social media
- Initiate corporate rebranding and web redesign
- Break down silos to develop comprehensive marketing strategy for all departments

INFLUENCE HEALTH/HEALTHGRADES, Atlanta, GA *[healthcare marketing]* August 2018 to April 2019

Digital Marketing Consultant

- **Led the Influence Health side of transition for creative processes after company acquisition by HealthGrades, establishing new procedures and standards for the new organization**
- **Provided improvement recommendations and ensured proprietary platform functioned properly**
- Recommended digital marketing strategies for client healthcare systems
- Managed the creative brief and campaign build processes
- Improved customer experience and manage client reputations across marketing channels
- Ensured campaign messaging is consistent with client brands
- Developed search engine optimized content for client websites

tracy heath

marketing director

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professional experience (continued)

INGENIOUS MED, Atlanta, GA *[health care IT/Saas company]* July 2015 to March 2018

Communications Manager

- Established the marketing voice for the organization and internal communications program
- 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 implemented digital marketing strategies (email, social, PPC and web)
- Developed and managed public relations and social media strategies

HABITAT FOR HUMANITY INTERNATIONAL, Atlanta, GA *[nonprofit]* September 2014 to July 2015

Senior Specialist, Knowledge Sharing/Communications

- Grew 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

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, GA *[higher education]* July 2013 to September 2014

Assistant Director, Client Marketing

- Advised seven Georgia Tech academic units and research institutes on marketing professional education courses, expanding market reach to new national and international audiences
- Developed and implemented data-driven integrated marketing plans that included pay-per-click ads, content marketing, e-mail campaigns, social media marketing, and media relations

JLL, Atlanta, GA *[commercial real estate]* October 2012 to July 2013

Senior Manager, Corporate Communications

- Established the marketing voice for the firm's six-state US Southeast region
- Implemented a regional internal communications program and a regional public relations/ social media program

Georgia Electric Membership Corp., Atlanta, GA *[electric utilities]* January 2002 to January 2012

Market Research Specialist (2007 to 2012) / Communications Coordinator (2002 to 2007)

skills

▪ Digital Marketing Strategy	▪ Social Media Marketing	▪ Customer Engagement
▪ Brand Building	▪ Emerging Technologies	▪ Content Marketing
▪ Budgeting and Planning	▪ Process Re-engineering	▪ Video Development
• Adobe Creative Suite	• Microsoft Office/Office 365	• Basic HTML

education

Bachelor of Science in Communication (Journalism), Kennesaw State University, Kennesaw, GA
1995