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# Tracy Heath

## Marketing and Communications Professional

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### SUMMARY

Former magazine writer and editor skilled at corporate communications and marketing strategy. Writes clear, concise copy that engages and informs. Excels at developing the corporate voice, giving shape to the corporate story, building awareness, and keeping employees well-briefed on strategic goals and initiatives. Experienced at developing and implementing omnichannel, data-driven marketing strategies that generate leads and meet corporate objectives.

### EXPERIENCE

#### **Karna LLC, Atlanta, GA** - *Corporate Communications Specialist II*

MAY 2021 - PRESENT

- Develop and implement a strategic communications plan
- Manage internal and external communications, as well as an integrated marketing strategy
- Convert all materials to new brand standards and develop templates for use by staff
- Write and design marketing collateral for new solutions
- Establish and implement social media strategy and produce all social media content
- Manage the corporate WordPress website, write content, and improve SEO

#### **Hemophilia of Georgia, Sandy Springs, GA** - *Director of Communications*

APRIL 2019 - OCTOBER 2020

- Helped craft a five-year strategic plan, including a new vision and mission
- Managed executive, internal, and external communications, as well as media relations and an omnichannel marketing strategy
- Implemented a crisis communications program in response to the COVID-19 pandemic
- Developed social media strategy and increased followers for all platforms by 20 percent
- Produced bilingual, plain language content for all communications
- Implemented a new SharePoint intranet and corporate rebrand
- Wrote and designed all corporate marketing collateral (digital and print)
- Managed content for two corporate websites

#### **Healthgrades / Influence Health, Atlanta, GA** - *Digital Marketing Consultant (Contract)*

AUGUST 2018 - APRIL 2019

- Led transition for creative processes after Influence Health was acquired by Healthgrades, establishing new procedures and standards for creative teams
- Developed digital B2C digital marketing strategies for client healthcare systems nationwide
- Advised clients on customer experience improvements and managed client reputations

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- Produced and managed social media advertising, email campaigns, and landing pages
  - Ensured all marketing collateral met each client's brand standards
  - Wrote SEO content for client websites

**Ingenious Med, Atlanta, GA** - *Communications Manager*

JULY 2015 - MARCH 2018

- Established the company's marketing voice and tone
- Managed all internal, external, and executive communications
- Developed content and thought leadership strategies that included blogs, infographics, video, white papers, and case studies
- Produced executive communications, speeches, and presentations
- Developed and implemented omnichannel, digital B2B marketing strategies
- Established a corporate speakers bureau and managed public relations efforts
- Managed corporate WordPress website and improved SEO
- Established an interdepartmental product marketing process, wrote technical product release notes, and produced client communications
- Set up marketing automation as needed

**Habitat for Humanity International, Atlanta, GA** - *Senior Specialist, Knowledge Sharing*

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 used by more than 1,400 affiliates
- Produced and edited newsletters, case studies, and marketing materials
- Managed content for the Neighborhood Revitalization program portion of the corporate website (Drupal)
- Developed, distributed, and analyzed national surveys and led focus group discussions to identify Neighborhood Revitalization program improvements

**Georgia Institute of Technology, Atlanta, GA** - *Assistant Director, Client Marketing*

JULY 2013 - SEPTEMBER 2014

- Advised seven Georgia Tech academic units and research institutes on marketing professional education courses
- Developed integrated B2C marketing plans that reached new audiences through pay-per-click advertising, content marketing, e-mail campaigns, social media marketing, media relations, and brand development
- Analyzed marketing data and conducted market research to define marketing strategies
- Established internal and external communication strategies for the Georgia Tech Manufacturing Institute

**Jones Lang LaSalle (JLL), Atlanta, GA** - *Senior Manager, Corporate Communications*

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OCTOBER 2012 - JULY 2013

- Established the marketing voice for the firm's six-state US Southeast region
- Developed and implemented regional internal and external communications strategies
- Produced all internal, external, and executive communications for the region
- Doubled press mentions from the previous year and set up regional social media accounts
- Assisted in the development of the regional marketing strategies and produced all B2B content for print and digital collateral

**Georgia Electric Membership Corporation, Atlanta, GA** - *Marketing Research Specialist*

JUNE 2007 - OCTOBER 2012

- Established a marketing and research program for the economic development department
- Conducted competitive analysis and market research for companies considering Georgia for new or expanding facilities
- Developed a lead generation/marketing plan that identified international manufacturing projects with plans to invest \$509 million and create 3,900 jobs in the state
- Led rebranding effort and ensured all materials met new brand standards
- Collaborated with human resources to create and maintain corporate intranet
- Wrote and designed all marketing materials (print and digital)

**MAG Mutual Insurance Co., Atlanta, GA** - *Communications Specialist*

JANUARY 2007 - JUNE 2007

- Managed and developed communication plans and budgets
- Wrote and edited multiple monthly newsletters, produced web content, developed the annual report, and created traditional and digital marketing campaigns
- Directed sponsorships for regional business journal Healthcare Heroes events in five states

**Georgia Electric Membership Corporation, Tucker, GA** - *Communications Coordinator*

JANUARY 2002 - JANUARY 2007

**Site Selection Magazine, Atlanta, GA** - *Senior Editor*

JANUARY 1999 - JANUARY 2002

**National Real Estate Investor Magazine, Atlanta, GA** - *Associate Editor*

DECEMBER 1995 - DECEMBER 1998

## EDUCATION

**Kennesaw State University, Kennesaw, GA** - *Bachelors of Science in Communication*

JANUARY 1989 - JUNE 1995