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# Tracy Heath

## Communications, Marketing, and Editorial Lead

### SUMMARY

Former magazine writer and editor skilled at developing marketing and communication strategies that engage, inform, and achieve corporate goals. Proven expertise in establishing and managing visual brands and writing clear, concise content. Strategic problem-solver experienced in internal and external communications, public relations, executive communications, content development, social media, and all forms of digital marketing.

### EXPERIENCE

#### **Karna LLC, Atlanta, GA** - *Corporate Communications Lead*

MAY 2021 - MARCH 2022

- Implemented a strategic communications plan for this public health federal contractor
- Produced internal, external, and executive communications
- Created and implemented a thought leadership content strategy
- Implemented digital marketing efforts, including web, email, and social media
- Established and implemented new brand standards
- Wrote and designed sales enablement materials
- Maintained WordPress website and improved SEO

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

APRIL 2019 - OCTOBER 2020

- Helped craft a five-year strategic plan for this non-profit healthcare organization
- Managed and produced all executive, internal, and external communications
- 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
- Led corporate rebrand and established brand guidelines
- Built a new SharePoint intranet from scratch and maintained content
- Managed content for two corporate websites

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

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 marketing strategies for client healthcare systems nationwide
- Advised clients on customer experience improvements and managed client reputations
- Produced and managed social media advertising, email campaigns, and landing pages
- Wrote SEO content for client websites
- Ensured all marketing collateral met each client's brand standards

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

JULY 2015 - MARCH 2018

- Established the marketing voice and tone for this healthcare IT/SaaS company
- Managed all internal, external, and executive communications
- Developed content and thought leadership strategies
- Collaborated with a designer on three iterations of our web redesign and corporate rebrand
- 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 product release notes, provided UX recommendations for the app, and produced client communications
- Set up marketing automation in Salesforce Marketing Cloud and Pardot

## **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
- Conducted UX research and led the redesign of the corporate SharePoint intranet, which was used by more than 1,400 affiliates
- Produced and edited newsletters (distributed via Salesforce), case studies, and marketing materials
- Managed content for the Neighborhood Revitalization program portion of the corporate website (Drupal)
- Developed, deployed, and analyzed national surveys via Survey Gizmo 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, email 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 some clients

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

OCTOBER 2012 - JULY 2013

- Established the marketing voice for this global real estate firm's U.S. Southeast region
- Developed and implemented regional internal and external communications strategies, including regional public relations and social media efforts and regional Sharepoint intranet
- Wrote all B2B content for print and digital collateral
- Assisted with digital training for brokers and established tools to encourage collaboration

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

JUNE 2007 - OCTOBER 2012

- Established the marketing and market research efforts for the economic development team
- Designed and built a CRM/project tracking and reporting system in Salesforce and then built a custom system to better meet the needs of the department outside of Salesforce
- Collaborated with GIS/Technical Services team to redesign real estate site search website (UX research/design)
- Collaborated with HR and IT to create the corporate SharePoint intranet (UX design)
- Led rebranding effort and ensured all materials met new brand standards
- 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
- 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

- Managed and developed marketing and communication plans and budgets
- Oversaw redesign of the corporate website (UX research/design)
- Wrote and designed all marketing and communication products
- Negotiated contracts with printers, photographers, web programmers, and videographers

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

JANUARY 1999 - JANUARY 2002

- Wrote feature articles and news columns for this global business location strategy, corporate real estate, and economic development publication
- Managed contributing editors
- Represented the publication at numerous trade shows and media tours

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

DECEMBER 1995 - DECEMBER 1998

- Wrote feature articles, news columns, and web content
- Represented the publication at numerous trade shows and media tours

## **EDUCATION**

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

JANUARY 1989 - JUNE 1995 (Graduated in June 1995)