

Traci Wicks

Designer · Marketer · Strategist

PROFESSIONAL SUMMARY

Creative, dynamic, and organized marketing leader passionate about building relationships and delivering integrated campaigns that enhance brands and drive results

ONLINE PORTFOLIO

traciwicks.com

SKILLS



Marketing Strategy
Digital Marketing Strategy
Brand Management
Multi-Channel marketing
Campaign Management
Graphic Design
Web Design
Project Management
Integrated Marketing
Social Media Strategy

EDUCATION

Bradley University

Bachelor of Arts - Communication
Emphasis - Advertising
Minor - Marketing

CERTIFICATIONS

HubSpot Academy

Content Marketing Certification
Digital Marketing Certification
Social Media Certification

Udemy

Digital Marketing Certification

Illinois Institute of Art

Web Site Design & Development
Certification

CONTACT

twicks390@gmail.com

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

Kovach Eye Institute, September 2021 - Present

Direct and evaluate marketing strategies. Partner with marketing and sales teams to execute marketing plans, branding, promotions, and social media strategy and execution.

Accomplishments:

- Designed and executed a cable television advertising campaign in collaboration with Comcast effectv, driving brand awareness and new patient growth
- Partner with agency to optimize SEO and digital strategies, enhancing search rankings and increasing leads by 30%
- Led the successful website launch and redesign, unveiling a modern brand look and enhancing user experience, resulting in a 50% year-over-year increase in website traffic
- Create marketing strategies to improve patient experience and attract new patients
- Collaborate with the leadership team to make strategic budget decisions, optimize marketing spend, and identify cost-saving opportunities

Director of Marketing & Public Relations

Geneva Park District, October 2008 - February 2021

Developed, implemented, and analyzed marketing plans to support brand awareness, and drive growth. Managed daily operations of marketing, communications, advertising, graphic design, public relations, social media, and web design.

Accomplishments:

- Coordinated communication and marketing strategies during COVID-19
- Led the web design project, launching a mobile-responsive website and increasing usage by 50%
- Implemented a digital marketing strategy, boosting SEO by 20%
- Mentored, managed, and trained the Marketing Coordinator, boosting department productivity
- Developed and managed budgets effectively

Marketing & Communication Supervisor

Addison Park District, January 2004 - October 2008

Managed design, development, and execution of District marketing.

Accomplishments:

- Led a team in delivering public information for a District referendum.
- Executed multi-channel marketing plans, resulting in a 25% increase in participation and memberships

Freelance Graphic and Web Designer

January 2002 - December 2003

- Created marketing materials for both print and digital campaigns

Production Graphic Artist

*FCB Global (Formerly - Draftworldwide)
November 1999 - December 2001*

- Designed and edited direct mail marketing collateral



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