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, optimize, and evaluate marketing strategies and platforms. Collaborate cross-functionally to implement comprehensive marketing plans, branding campaigns, and social media strategies.

Accomplishments:
- Conceptualized and launched a streaming and television campaign boosting brand awareness and new patient growth
- Collaborate with agency partner to optimize SEO and digital marketing strategies to improve search rankings and increase 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
- Partner with the leadership team to make strategic budget decisions and optimize marketing spend, reducing overall marketing expenses by 10%

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 a web design project, launching a mobile-responsive website and boosting usage by 50%
- Devised and executed a digital marketing strategy, achieving a 20% improvement in SEO
- Mentored, managed, and trained the Marketing Coordinator, enhancing 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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