

# TRACY HEATH

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## PROFESSIONAL SUMMARY

Change management leader with 20+ years of experience guiding organizations through transformation across nonprofit, healthcare, SaaS, higher education, and public health sectors. Proven ability to design and implement strategies that build employee buy-in, reduce resistance, and align stakeholders during periods of change. Skilled at translating complex initiatives into clear adoption roadmaps, strengthening culture, and sustaining performance through organizational shifts.

## CORE COMPETENCIES

- Organizational Change Management (OCM)
- Stakeholder Engagement & Alignment
- Communication & Adoption Planning
- Employee Engagement & Experience
- Culture & Brand Transformation
- Process Improvement & Systems Implementation
- Leadership Coaching & Executive Support
- Program & Project Management (PMI trained)

## SELECTED CAREER HIGHLIGHTS

- Directed an organization-wide rebrand and culture shift at Hemophilia of Georgia, **driving a 42 percent increase in donor and partner engagement.**
- **Designed COVID-19 crisis response** that preserved employee confidence and public trust.
- **Led UX** redesigns of intranet and pharmacy systems, **increasing adoption and usability by 20 percent to 40 percent.**
- **Guided post-acquisition integration** at Healthgrades, unifying workflows and culture.
- Developed a national knowledge-sharing initiative at Habitat for Humanity, **improving collaboration across 1,400+ affiliates.**

## PROFESSIONAL EXPERIENCE

### Communications Specialist (Change & Engagement Lead)

*Equity Assistance Center South – Southern Education Foundation, Atlanta, GA | Aug 2023 – Nov 2023*

- Established engagement and communication frameworks for a federally funded equity center.
- Developed toolkits, training resources, and strategies to build stakeholder adoption.

### Corporate Communications Specialist III (Change Communications)

*Karna, LLC, Atlanta, GA | May 2021 – Mar 2022*

- Partnered with executives to reposition the company from staffing to consultancy.
- Designed adoption strategies, leadership messaging, and stakeholder communications.
- Implemented HubSpot and Octopost to streamline workflows and improve visibility.

## **Director of Communications (Organizational Change Leader)**

*Hemophilia of Georgia, Sandy Springs, GA | Apr 2019 – Oct 2020*

- Led rebranding and cultural alignment initiative with executive leadership.
- Directed COVID-19 crisis communication and change plans, sustaining employee trust.
- Oversaw intranet and pharmacy UX redesigns, enhancing adoption and usability.

## **Digital Marketing Contractor (Post-acquisition Integration)**

*Healthgrades / Influence Health, Atlanta, GA | Aug 2018 – Apr 2019*

- Supported merger integration, aligning creative workflows, processes, and standards.
- Partnered with cross-functional teams to implement unified approaches and adoption frameworks.

## **Communications Manager (Change & Program Management)**

*Ingenious Med, Atlanta, GA | Jul 2015 – Mar 2018*

- Directed change communication programs to support SaaS adoption and digital transformation.
- Led marketing automation rollout and UX redesign across three platforms.
- Created physician engagement and sales enablement programs to drive adoption.

## **Earlier Roles**

- **Senior Specialist, Knowledge Sharing** – Habitat for Humanity International | 2014-2015
- **Assistant Director, Client Marketing** – Georgia Institute of Technology | 2013-2014
- **Senior Manager, Communications** – Jones Lang LaSalle | 2012-2013
- **Marketing Specialist** – Georgia Electric Membership Corporation (GEMC) | 2007 – 2012
- **Communications Specialist** – MAG Mutual Insurance Company | 2007 – 2007
- **Communications Coordinator** – GEMC | 2002 – 2007
- **Senior Editor** – *Site Selection Magazine* | 1999 – 2002
- **Associate Editor** – *National Real Estate Investor* | 1995 – 1998

## **PROFESSIONAL DEVELOPMENT & CERTIFICATIONS**

Customer & User Experience Strategy – Coursera | Executive Coaching Foundations – LinkedIn Learning  
Program Management Essentials – PMI | Video for Digital Marketing – HubSpot Academy

## **TECHNICAL SKILLS**

- **Creative & Design:** Adobe InDesign, Illustrator, Photoshop, Canva
- **Web & CMS:** WordPress, Drupal, SharePoint, HTML (basic)
- **Marketing & Automation:** Salesforce Marketing Cloud, Pardot, HubSpot, Mailchimp
- **Analytics & Ads:** Google Analytics, AdWords, LinkedIn & Meta Ads
- **Project & Collaboration:** Wrike, Asana, Jira, Microsoft 365, Teams, Slack

## **EDUCATION**

**B.S. in Communication** – Kennesaw State University – Graduated June 1995