

# TRACY HEATH

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## PROFESSIONAL SUMMARY

Market research and insights professional with 20+ years of experience designing and executing research initiatives, analyzing data, and translating findings into actionable strategies. Expertise in surveys, focus groups, competitive analysis, SEO research, analytics, and audience segmentation. Skilled at applying insights to marketing, communications, and digital strategies across diverse industries.

## CORE COMPETENCIES

- Market Research & Consumer Insights
- Quantitative & Qualitative Analysis
- Survey Design & Focus Groups
- Audience Segmentation & Profiling
- Competitive & SEO Research
- Data Visualization & Executive Reporting
- Campaign Performance & ROI Analysis
- Strategic Planning & Communications

## SELECTED CAREER HIGHLIGHTS

- Led national surveys for Habitat for Humanity's Neighborhood Revitalization program and focus groups for intranet redesign, driving UX and program improvements.
- Researched multiple federal Equity Assistance Centers to identify best practices, resources, and content for national education campaigns.
- Conducted SEO and competitive analysis to optimize websites, content, and digital campaigns.
- Translated survey and analytics data into executive dashboards, briefs, and presentations to inform leadership decisions.
- Applied analytics to improve campaign engagement by 20 percent to 40 percent across multiple organizations.

## PROFESSIONAL EXPERIENCE

### Communications Specialist

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

- Built communications function for a federally funded center, including branded website, SEO strategy, digital toolkits, and social media presence.
- Conducted research on other Equity Assistance Centers to identify best practices and resources.
- Developed campaign strategies based on target audience research and analytics.

### Corporate Communications Specialist III

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

- Developed and implemented corporate communications strategy supporting brand repositioning.

- Conducted audience and competitive research to optimize messaging and digital content.
- Implemented HubSpot, Mailchimp, and Octopost to track analytics and measure campaign performance.

### **Director of Communications**

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

- Led rebranding initiative including mission, vision, content, and visual identity refresh.
- Created COVID-19 crisis communication plan; analyzed engagement metrics to guide strategy.
- Supported UX improvements for internal systems through user research.

### **Digital Marketing Contractor**

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

- Managed SEO-rich digital content and campaigns for multiple hospital systems.
- Conducted audience research and competitive analysis to optimize landing pages and email campaigns.

### **Communications Manager**

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

- Directed internal and external communications, digital campaigns, and marketing automation.
- Led website redesigns and content strategy based on audience and competitor insights.

### **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 – LinkedIn Learning, 2024
- Program Management Essentials – PMI, 2024

### **TECHNICAL SKILLS**

- **Analytics & Research:** Google Analytics, SurveyMonkey, SurveyGizmo, AdWords, LinkedIn & Meta Ads
- **Marketing & Automation:** Salesforce Marketing Cloud, Pardot, HubSpot, Constant Contact, Mailchimp, Octopost
- **Project Management:** Wrike, Asana, Basecamp, Jira, Taskray

### **EDUCATION**

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