

TRACY HEATH

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PROFESSIONAL SUMMARY

Organizational development and communications leader with 20+ years of experience guiding culture transformation, employee engagement, and change initiatives across nonprofit, healthcare, SaaS, higher education, and public health sectors. Skilled at partnering with executives to strengthen leadership, enhance collaboration, and drive organizational performance.

CORE COMPETENCIES

- Organizational Development & Change Management
- Employee Engagement & Experience
- Leadership Development & Coaching
- Internal & Executive Communications
- Program & Project Management
- Knowledge Sharing & Learning Programs

SELECTED CAREER HIGHLIGHTS

- Drove a 42 percent increase in engagement through an organization-wide brand revitalization and cultural alignment initiative.
- Designed COVID-19 crisis response that preserved employee confidence and public trust.
- Rebranded a federal contractor, aligning leadership communications and employee engagement with a new strategy.
- Overhauled knowledge-sharing frameworks at Habitat for Humanity, improving collaboration and adoption across 1,400 affiliates.
- Directed employee engagement campaigns that boosted participation by 20 percent to 40 percent..

PROFESSIONAL EXPERIENCE

Communications Specialist

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

- Built communications and engagement infrastructure for a federally funded equity center.
- Developed toolkits, workshops, and digital resources to support schools in implementing organizational change.

Corporate Communications Specialist III

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

- Partnered with executives to develop change communications during brand repositioning.
- Launched internal engagement campaigns and leadership messaging to align employees with new organizational direction.
- Introduced HubSpot and Octopost to strengthen analytics and engagement tracking.

Director of Communications

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

- Led rebranding and cultural alignment initiative, redefining mission, vision, and values.
- Developed COVID-19 crisis communications to support employee resilience and stakeholder trust.
- Improved intranet and UX systems to streamline collaboration and processes.

Digital Marketing Contractor

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

- Facilitated post-acquisition integration, aligning processes and culture across teams.
- Supported hospital systems in implementing digital engagement programs to improve patient experience.

Communications Manager

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

- Directed internal and external communications strategy to align employees, leadership, and clients.
- Led UX redesign of employee platforms, increasing adoption and usability.
- Developed physician engagement and sales enablement programs.

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