

Traci Wicks

Designer · Marketer · Strategist

PROFESSIONAL SUMMARY

Creative, dynamic, and organized marketing leader passionate about building relationships and delivering integrated marketing 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

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PROFESSIONAL EXPERIENCE

Senior Marketing Manager

Kovach Eye Institute, September 2021 - Present

Strategically direct, enhance, and evaluate marketing campaigns to maximize brand visibility and engagement. Lead cross-functional collaboration to implement comprehensive marketing plans, branding campaigns, digital marketing, and social media strategies that drive measurable growth.

Accomplishments:

- Developed and launched a streaming and television campaign, driving brand awareness
- Optimize SEO and digital marketing strategy in collaboration with agency partner, increasing leads by 30% and improving search rankings
- Led the website redesign and launch, modernizing brand identity and enhancing user experience, resulting in a 50% year-over-year increase in website traffic
- Strategically manage marketing budget in partnership with leadership, reducing overall marketing expenses by 10% year-over-year while maximizing impact

Director of Marketing & Public Relations

Geneva Park District, October 2008 - February 2021

Strategically developed, implemented, and analyzed marketing plans to enhance brand awareness and drive growth. Oversaw daily marketing operations, managing advertising, communications, graphic design, public relations, social media, and web design.

Accomplishments:

- Directed COVID-19 marketing strategy, ensuring clear messaging and brand continuity
- Led mobile-friendly website launch, increasing user engagement by 50%
- Executed data-driven digital marketing, boosting SEO performance by 20%
- Mentored and trained Marketing Coordinator, enhancing team productivity
- Optimized budgets strategically, maximizing marketing Return on Investment (ROI)

Marketing & Communication Supervisor

Addison Park District, January 2004 - October 2008

Oversaw strategic design, development, and execution of marketing department, enhancing community engagement and brand presence.

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

• Designed marketing materials for print and digital campaigns

Production Graphic Artist

FCB Global (Formerly - Draftworldwide)

November 1999 - December 2001

• Designed and edited direct mail marketing collateral

