

Traci Wicks

Designer · Marketer · Strategist

PROFESSIONAL SUMMARY

Creative, strategic, and organized marketing leader passionate about building relationships and delivering integrated campaigns that elevate 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
708-822-0905

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

Kovach Eye Institute, September 2021 - Present

Strategically lead the development and execution of integrated marketing initiatives to elevate brand visibility, drive engagement, and deliver measurable growth. Partner cross-functionally to implement cohesive campaigns across digital, social, and traditional channels, aligning efforts with business objectives and consumer insights

Accomplishments:

- Spearheaded a multi-platform streaming and television campaign that significantly boosted brand awareness and audience reach
- Collaborated with agency partner to optimize SEO and digital strategy, resulting in a 30% increase in qualified leads and improved search rankings
- Led a full-scale website redesign and relaunch, modernizing brand identity and enhancing UX—driving a 50% year-over-year surge in site traffic
- Managed marketing budget in partnership with executive leadership, reducing annual spend by 10% while increasing campaign ROI and strategic effectiveness

Director of Marketing & Public Relations

Geneva Park District, October 2008 - February 2021

Directed integrated marketing and public relations strategies to elevate brand awareness, boost engagement, and support growth. Oversaw advertising campaigns, graphic design, digital marketing, and media relations, aligning efforts with executive leadership and stakeholder goals.

Accomplishments:

- Directed COVID-19 communications strategy, ensuring clear messaging and brand consistency
- Launched mobile-friendly website, boosting engagement by 50% and improving accessibility
- Improved SEO by 20% through data-driven digital campaigns and strategic execution
- Led and developed Marketing Coordinator, strengthening team performance and optimizing workflows across marketing operation
- Managed marketing budgets to maximize ROI, reducing costs while expanding campaign reach

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

