

Traci Wicks

Designer · Marketer · Strategist

PROFESSIONAL SUMMARY

Creative, results-driven marketing leader who blends strategic vision with hands-on execution to build integrated campaigns that elevate brand equity, engage audiences, and deliver measurable growth.

ONLINE PORTFOLIO

traciwicks.com

SKILLS



Strategy & Leadership

Marketing Strategy
Omni-Channel
Integrated Marketing
Project Leadership

Brand & Creative

Brand Development
Creative Direction
Web & UX Design

Digital & Performance

Digital Strategy & SEO
Social Media Strategy

EDUCATION

Bradley University

Bachelor of Arts, Communication
Emphasis: Advertising
Minor: Marketing

CERTIFICATIONS

HubSpot Academy

Content Marketing
Digital Marketing
Social Media

Udemy

Digital Marketing

Illinois Institute of Art

Web Design & Development

CONTACT

twicks390@gmail.com

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

Kovach Eye Institute, September 2021 - Present

Lead the development and execution of integrated marketing strategies that elevate brand visibility, drive engagement, and support business growth. Partner cross-functionally to deliver cohesive campaigns across digital, social, and traditional channels, ensuring alignment with organizational goals and consumer insights.

Key Achievements:

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

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.

Key Achievements:

- Led COVID-19 communications with clear, consistent district-wide messaging
- Launched a mobile-friendly website, increasing engagement by 50% and improving accessibility
- Improved SEO by 20% through data-driven digital campaigns and strategic content execution
- Mentored and developed the Marketing Coordinator, strengthening team performance and streamlining workflows
- Managed marketing budgets to maximize ROI, reducing costs while expanding campaign reach

Marketing & Communication Supervisor

Addison Park District, January 2004 - October 2008

Oversaw the design, development, and execution of marketing initiatives that strengthened community engagement and elevated the district's brand presence.

Key Achievements:

- Led the development and delivery of public information for a district referendum
- Executed multi-channel marketing campaigns, driving 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

