# Traci Wicks

**Designer · Strategist · Leader**

## PROFESSIONAL SUMMARY

Strategic and creative marketing leader with experience building brands, developing integrated campaigns, and using digital strategy and data to grow audiences, strengthen market presence, and drive results.

## ONLINE PORTFOLIO

traciwicks.com

## SKILLS

**Strategy & Leadership**
Marketing Strategy
Omnichannel Marketing
Integrated Marketing
Project Leadership

**Brand & Creative**
Brand Development
Creative Direction
Web & UX Design

**Digital & Performance**
Digital Strategy & SEO
Social Media Strategy

**Generative AI Strategy**
ChatGPT / Claude / Co-Pilot

## EDUCATION

**Bradley University**
Bachelor of Arts, Communication
Emphasis: Advertising
Minor: Marketing

## CERTIFICATIONS

**HubSpot Academy**
Content & Digital Marketing
Social Media

**Udemy**
Digital Marketing
Generative AI for Digital Marketers

**Illinois Institute of Art**
Web Design & Development

## CONTACT

twicks390@gmail.com

## PROFESSIONAL EXPERIENCE

### Senior Marketing Manager
**Kovach Eye Institute | September 2021 - Present**
Lead marketing strategy, creative direction, and digital performance for a multi-location ophthalmology practice and ambulatory surgery center. Partner with executive leadership, internal teams, and agency partners to align marketing investments with business objectives, grow patient acquisition, strengthen brand positioning, and support market expansion.

**Key Achievements:**
- Directed targeted TV and streaming campaigns that delivered a 1.2x incremental return on ad spend (iROAS), expanding market reach across Chicagoland
- Lead SEO, SEM, AEO, and digital optimization strategies with agency partners to improve search visibility and lead generation.
- Led a full website redesign and relaunch, modernizing the digital brand experience and driving a 50% year-over-year increase in website traffic
- Partner with executive leadership on marketing budget allocation, reducing annual spend by 10% while improving campaign performance and ROI

### Director of Marketing & Public Relations
**Geneva Park District | October 2008 - February 2021**
Led integrated marketing, creative services, and public relations for a community-focused public agency, building brand visibility, strengthening resident engagement, and supporting district-wide initiatives. Directed advertising, digital strategy, communications, and media relations while partnering with executive leadership and community stakeholders to advance organizational priorities.

**Key Achievements:**
- Led COVID-19 communications delivering clear, timely messaging to residents and stakeholders
- Launched a mobile-friendly website that increased user engagement by 50% and improved organic visibility by 20% through SEO and content optimization
- Managed and mentored, supporting professional development and improving team efficiency
- Optimized marketing budgets and campaigns to reduce costs and expand reach

### Marketing & Communication Supervisor
**Addison Park District | January 2004 - October 2008**
Managed marketing, communications, and creative initiatives to strengthen brand visibility, promote programs, and increase community participation.

**Key Achievements:**
- Led referendum communications in partnership with consultants, supporting clear and consistent community outreach
- Developed and executed integrated marketing campaigns that increased program participation and memberships by 25%

### Freelance Graphic and Web Designer
**January 2002 - December 2003**
- Designed print and digital marketing materials to support client branding and communications

### Production Graphic Artist
**FCB Global (Formerly - Draftworldwide)**
**November 1999 - December 2001**
- Designed direct mail campaigns and marketing collateral with creative teams

Designer • Marketer • Strategist