

TRACEY JACKSON

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Greater Nashville, Tennessee

Marketing & Communications Leader | Nonprofit Organizations **Director, Marketing & Communications**

Creative, data-driven Marketing & Communications Leader known for driving growth and awareness of nonprofit organizations by shaping and promoting the overall brand to attract, retain and grow supporters. Creates and executes innovative marketing strategies that, in addition to increased awareness and attainment of revenue targets, help drive relevance and respect throughout the community served. Possesses highly developed skills in planning, implementing and communicating comprehensive programs. Possesses a broad organizational perspective, keen strategic thinking, servant-leadership mentality and drive for continuous improvement that foster quality and significant bottom line results.

COMPETENCIES

Leadership • Coaching & Mentoring • Marketing Strategy & Execution • Digital Marketing • Data Analytics
Corporate Communication • Cross-functional Collaboration • Strategic Partnerships • Presentation Skills • Ad
Agency Management • Community Outreach • Brand Development • Social Media • Media Relations • Public
Relations • Budget Management • Content Creation • Creative Direction • Member / Donor Engagement
Market Research (Quantitative & Qualitative) • Internal Communications • Written & Verbal Communications
Marketing Communications • Public Speaking • Project Management • Critical Thinking • Problem Solving

KEY PROFESSIONAL SKILLS

LEADERSHIP | TEAM BUILDING

- Earns organization-wide commitment – getting everyone on board with the marketing vision and enabling them to be ambassadors for the organization.
- Develops systems to track progress, and regularly evaluates program components, so as to measure successes that can be effectively communicated to the board, funders and the community.
- Develops long-term and annual organizational integrated marketing and communications plans and meets defined revenue goals and objectives.

MARKETING & COMMUNICATIONS STRATEGY

- Develops and implements integrated marketing and communications plan to advance brand awareness and reputation as well as expand awareness of an organization's initiatives and programs, enhancing their visibility across multiple audiences and digital platforms to increase revenue to support them.
- Identifies challenges as well as emerging issues and opportunities, and collaborates with peers, volunteers and staff in crafting effective strategies to address them.
- Collaborates well with all colleagues, especially with leaders of the programmatic and major gifts areas to better align programmatic work and revenue, resulting in stellar segmentation of the organization's target audiences, and increased giving that helps organization make a bigger social impact faster.

REVENUE GENERATION | RELATIONSHIP MANAGEMENT

- Attracts, retains and grows member and stakeholder relationships through multiple channels, including online platforms and e-commerce, re-imagined workplace campaigns, events, volunteer and engagement activities and one-to-one opportunities.
- Leverages a strong understanding of mass personalization at scale, Big Data business models and data science as starting points to designing a new digital experience.
- Executes innovative stakeholder communications to educate and inform current members, donors and volunteers about organization's activities and results.

DIGITAL MARKETING

- Maintains an attractive and engaging social media presence that inspires and empowers people from all walks of life to help spread the organization's word, virally, letting others tell the story.
- Ensures that system-wide digital strategies effectively leverage paid media channels and are seamlessly part of a holistic multi-channel communications planning approach.
- Establishes digital marketing/media benchmarks and KPIs to evolve media and digital media mix in alignment with media behavior across all channels and formats.

RELEVANT EXPERIENCE

WELL CHILD, INC., Nashville, TN

2017 – Present

Well Child reduces health inequities and improves health outcomes for underserved youth by bringing the doctor's office to the school. Most services are offered at no cost to the parent, guardian or school.

Director of Marketing and Outreach

- Formalized outreach strategies for implementation by outreach across the state of Tennessee.
- Created and implemented communication plans and related collateral targeting multiple stakeholders.
- Supported corporate communication needs by creating presentations, scripts, emails, and videos.
- Created templates for use by outreach representatives, ensuring consistency in messaging and quality of communication.

YMCA OF MIDDLE TENNESSEE, Nashville, TN

2002 – 2017

A not-for-profit association of 3,800 staff and 173,000 members.

Marketing Director

- Concepted and implemented multiple association-wide member engagement campaigns, growing social media presence and increasing member participation.
- Created consolidated multi-channel marketing campaigns for individual program areas.
- Served as key liaison between association service areas, including membership, sports, aquatics, camp, and wellness; shared information, collected feedback, implemented trainings.
- Created, launched and promoted member referral incentive program, resulting in more than \$1 million in revenue in less than a year.
- Achieved Multi-branch/Multi-team Leadership Certification with the YMCA. This accreditation program included completion of courses in project management, fiscal management, financial development, leadership and coaching, and critical thinking.

Director of Brand Engagement

- Led brand revitalization effort, collaborating on strategy and implementation at individual centers.
- Member of transition team during member management software conversion, including launch of online transaction functionality and associated promotional campaign.
- Created, launched and maintained multi-channel new member communication series.

Marketing Projects Director

Managed all projects for the marketing department from conception to completion: Client communications, copywriting, scheduling creative, securing vendor, coordinating production, reconciling budget at completion.

Member Services Director

Served as marketing & communications consultant to membership centers, providing recommendations to achieve center goals. Coordinated multi-channel association-wide membership marketing campaigns.

Marketing/Communications Coordinator

Communications/Marketing Assistant

EDUCATION

BA, Bachelor of Arts, Communication Arts, Spring Hill College
Minor in Marketing
Graduated Manna Cum Laude; Honors Program

SOFTWARE PROFICIENCIES

MS Word • Excel • PowerPoint • Outlook • Adobe Creative Suite