

tracy fischer



communications professional with more than a decade of experience writing content for multiple channels, crafting compelling stories, fostering collaboration, translating insights into innovative solutions, and marrying visual appeal and targeted messaging to drive results.



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experience

2015-present **Nelson Family of Companies & iWorkGlobal** Sonoma, CA
Content Marketing & Project Manager

- Develop and implement content strategy and create engaging content (including data sheets, emails, infographics, PowerPoint presentations, blog posts, videos, webinars, etc.) that drives talent and client lead gen initiatives at every stage of the sales funnel and strengthens Nelson's employer brand.
- Lead a team of internal and external writers and designers to develop sales and recruitment resources.
- Measure content marketing and marketing campaign KPIs using Google Analytics, Google Adwords, and the Act-On marketing automation system and optimize strategy accordingly.

2009-2014 **Lung Cancer Research Foundation** (Formerly Free to Breathe and National Lung Cancer Partnership) Madison, WI
Sr. Marketing Manager, 2013 to 2014
Sr. Communications Manager, 2011 to 2013
Communications Manager, 2009 to 2011

- Oversaw the internal marketing & communications team and external vendors and partners while helping non-profit lung cancer advocacy group double organization revenue and expand reach.
- Developed strategic communications plans and oversaw media relations agency. Acted as primary press contact for the organization in local and national media and managed all social media accounts.
- Concepted, presented and coordinated national social media collaborative campaign among lung cancer advocacy organizations (through LungCAN, the Lung Cancer Action Network).
- Represented Free to Breathe on the Global Lung Cancer Coalition; spoke at the World Conference on Lung Cancer (Topic: Using Social Media for Advocacy Efforts).
- Maintained website, oversaw design and content production for new website and managed Google AdWords and Facebook paid and organic campaigns, quadrupling unique visitors in less than four years and driving Facebook followers from 2,500 to more than 40,000.
- Initiated multi-phase constituent insights research project that resulted in rebranding organization from National Lung Cancer Partnership to Free to Breathe. Oversaw implementation of new brand, from seeking stakeholder buy-in and approval to developing new brand identity, standards, collateral, communications plan (including a crisis communications plan framework) and key messages.

2008-2009 **Swirl Integrated Marketing** San Francisco, CA
Online Marketing Writer (two-month contract position, extended to four months)

- Researched blogs, forums and Facebook groups for conversations applicable to clients.
- Contacted blog writers, influencers and the press, generating significant client content placement.

2006-2007 **Wisconsin Chamber Orchestra** Madison, WI
Marketing Manager, 2007
Marketing Coordinator, 2006 to 2007

- Managed multi-channel marketing and communications campaigns and all organization publications.
- Designed, wrote and edited newsletter, ads, posters, solicitations, web content and press releases.



education

2008 **Lund University** Lund, Sweden
MSc - Business Administration
• International Marketing & Brand Management

2005 **University of Wisconsin-Madison**
BA - Journalism
• Strategic Communications Track
• Summer Study Abroad in Valladolid, Spain



skills

Adobe Illustrator	●●●●○
Adobe InDesign	●●●●○
Adobe Photoshop	●●●●○
AP Style	●●●●○
Social Media Marketing	●●●●○
Wordpress	●●●●○
Microsoft Office	●●●●○
HTML & CSS	●●●●○
Salesforce	●●●○