

# TRACY HERNANDEZ, MBA

FREELANCE WRITER | EXPERT CONTENT CREATOR

📞 435.881.8405 📧 TRACYHERNANDEZ1@GMAIL.COM

 LINKEDIN.COM/IN/TRACYMHERNANDEZ  HTTP://TRACYHERNANDEZ.JOURNOPORTFOLIO.COM

---

Dynamic and business-minded freelance writer with more than 15 years of experience in high-level marketing and management roles in healthcare, higher education, technology, and non-profits. In an increasingly saturated marketing world, quality content and a unified brand message are more critical than ever. My passion is telling great stories so people connect with products and services that can improve their businesses and their lives. My expertise is content creation for a wide variety of industries, adopting and adjusting brand voice to match each client's unique needs and creating relevant, engaging content that encourages a reader to take action.

---

## PROFESSIONAL EXPERIENCE

### OWNER, FREELANCE WRITER & COMMUNICATIONS/MARKETING CONSULTANT

#### The Write Stuff by Tracy | March 2011 – Present

- Content creation for SEO, branded blogs, websites, social media, marketing landing pages, white papers, marketing spec sheets, and more
- Consulting services to help small businesses with overall marketing, digital marketing strategies, and content marketing
- Specialize in brand storytelling and brand voice
- Wide variety of experience writing for industries including healthcare, higher education, finance, home and auto, retail, apparel, energy, travel and more

### SENIOR MARKETING & COMMUNICATIONS DIRECTOR

#### Revere Health | May 2016 – November 2019

Oversee all marketing and communications activities for Revere Health, the largest physician-owned clinic in Utah, with 400 physicians and APCs and over 110 clinic locations. Coordinate brand strategy and messaging, educating patients, physicians, brokers and insurance payers on our efforts to improve quality, reduce unnecessary costs, and maintain high patient satisfaction

- Lead a team of 10 marketing and communications professionals; oversee all hiring, new employee onboarding, annual evaluations and team development
- Direct overall strategic planning and execution for Revere Health as an organization and for 112 individual clinics and 400+ physicians and advanced care practitioners
- Create marketing strategy, content direction to promote Revere Health's value-based care efforts, generating more than \$120,000 in ad value equivalent media exposure in 2018-2019
- Create and distribute internal communications materials to inform physicians and employees, increasing engagement by 32%
- Implement digital marketing strategies that increased website traffic over 1900% from 16,000 unique visitors per month in 2016 to over 300,000 unique visitors in 2019
- Participate as a key member of the senior management team and the value-based care committee, working in collaboration with top-level physician and administrative leadership

### MARKETING DIRECTOR - UTAH CAMPUS

#### Roseman University | April 2010 – May 2016

- Coordinate all marketing, public relations, and communications for Roseman University's Utah campus for overall brand awareness and patient, student, and donor recruitment

- Develop strategy and create content for digital marketing (SEO, website, social media)
- Write content, provide art direction for promotional materials, blogs, website, social media
- Organize and direct branding initiatives to increase visibility and relevance, including a name change in 2011, re-branding initiative and website redesign
- Editor of semi-annual magazine *remEDy*, with distribution of 25,000+
- Manage relationship with external PR/marketing agency

## **MARKETING, PUBLIC RELATIONS & OPERATIONS DIRECTOR**

### **CAPSA | January 2006 – April 2010**

- Created promotional materials, brochures, and marketing collateral for non-profit organization
- Developed press releases and PSAs; pitched stories to local and statewide media, coordinated media interviews
- Wrote and distributed semi-annual newsletter and redesigned website to increase awareness and online donations
- Managed non-profit organization annual budget, including daily operational oversight, finance/accounting, and human resources duties
- Hired, trained, and directly supervised new employees, and performed HR duties for staff of 32 employees

## **PUBLIC RELATIONS COORDINATOR**

### **Spillman Technologies | January 2005 – January 2006**

- Coordinated all PR functions, including generating media exposure through press releases and feature stories
- Composed marketing collateral content for brochures and website
- Researched, created, and edited marketing materials for the sales team, and a bi-weekly e-newsletter
- Managed public relations budget to meet sales and marketing goals
- Recognized as *Marketing Employee of the Quarter* for increasing ad value equivalence over 400% from 2004 to 2005

## **EDUCATION**

MASTER OF BUSINESS ADMINISTRATION (MBA) - emphasis: marketing, management  
University of Utah, graduated *magna cum laude*

B.S., JOURNALISM - emphasis: public relations

B.S., POLITICAL SCIENCE - emphasis: international relations

Utah State University, graduated *magna cum laude*

## **SKILLS & LEADERSHIP COMPETENCIES**

### **Writing Skills**

Brand Storytelling  
Brand Voice  
Content Marketing  
Digital Marketing  
Internal Communications  
Public Relations & Media  
Social Media Content  
Writing & Editing

### **Technical Skills**

MS Office / Mac OSX  
Project Management Platforms  
Adobe Creative Suite

### **Personal Skills**

Adaptable  
Creative Thinker  
Innovative  
Problem Solver  
Relationship Builder