



SUZY B. TRACY

MBA, Marketing

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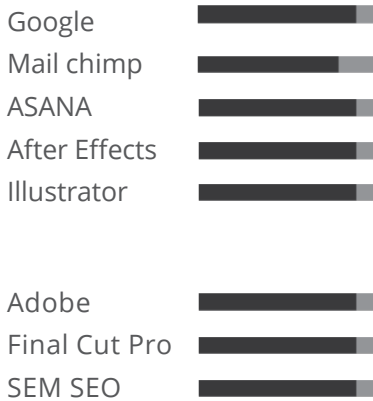
🌐 www.suzybtracy.com

PROFILE

Highly organized, mindful of deadlines, able to multi-task and work under limited supervision.

Recognized for strong technical expertise and strong work ethic. Proficiency with social media technologies: Facebook Ads Manager, Twitter Ads, LinkedIn Ads, YouTube, and all social media platforms.

SKILLS



INTERESTS



Photography



Music



Cinema



Art



Outdoors



Travel

EXPERIENCE

Marketing Director

Southern Arizona Integrated Therapies | 2015 - 2021 | Tucson

Managed all social media accounts, website, graphics, medical blog, communications with magazines, news agencies, branding, advertising, and patient concerns. Interviewed Rick Simpson (Phoenix Tears), Marijuana Venture Cover (Photographer), THC Magazine, Natural Awakenings, and other medical publications. Started "Inside SAINTS" YouTube series for patient education. Increased patient numbers, brand awareness, and overall revenue growth consistently for 6 years.

Senior Designer

Profitable Practice Strategies | 2014 - 2021 | Pittsburgh

Website University maintenance. WordPress design, Google Analytics, created University clients access to paid video series and website. Book publishing, medical video series market.

Senior Technical Advisor

Apple, Inc. | 2014 - 2016 | Cupertino

Worked directly with Apple Engineering and Advisors to capture outstanding engineering issues. Mentor to new hires, worked in graphics/film animation and on marketing Apple products. Responsible for advanced technical issues. Consistently ranked as top leader on Apple's Leaderboard.

EDUCATION

Masters Business Administration (MBA)

North Central University, Arizona

Bachelors (BA)

Indiana University, Indiana

Licensed Real Estate Agent (Arizona)

REFERENCES

Star Kelly

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