

# TRACY M. DAVIDSON

STRATEGY | BRAND MANAGEMENT | MARKETING OPERATIONS | CREATIVE DIRECTION | PROJECT MANAGEMENT

## - SUMMARY -

Collaborative and influential senior marketing leader with demonstrated success delivering entrepreneurial and visionary leadership, defining marketing and brand strategies and building organizational and operational structures that drive business growth. Adept at developing integrated marketing campaigns leveraging digital and traditional channels to optimize impact. Skilled in utilizing data and analytics along with strong business acumen to lead strategy, product and consumer experience development, as well as driving the creative articulation of the brand vision.

## - PROFESSIONAL EXPERIENCE -

### **DIRECTOR PROJECT MANAGEMENT, INTEGRATED MARKETING**

Audible 11/2021 – Present

Drive the execution of 20+ monthly large scale, complex marketing campaigns ensuring all elements are created, produced, and delivered on time. Lead development of programs, creative assets and experiences that help build and extend the Audible brand, attract and convert new customers, while engaging existing community of listeners in authentic and compelling ways. Guide creative personnel of 9 designers and copywriters to develop and present new design, copy, and solutions to accomplish goals.

### **DIRECTOR PROJECT MANAGEMENT, BRAND**

POWER HOME REMODELING 10/2019 – 5/2022

Oversees the infrastructure and operations of the creative team to ensure output is properly scoped, planned and delivered successfully. Understands the context of project requests from all facets of the business; develops and manages approved projects through a defined creative process and measures metrics with recommendations for improvement.

### **ASSOCIATE DIRECTOR OF DIRECT MARKETING & OPERATIONS (PROJECT BASED)**

BLEND 360/TELADOC 6/2019 – 10/2019

Responsible for leading the innovation of direct response operations. Tasked with advancing direct mail capabilities through the development of processes and workflows leveraging all available marketing automation platforms to increase productivity and impact.

### **SENIOR DIGITAL LENDING CONSULTANT (PROJECT BASED)**

BLEND 360/AMERICAN EXPRESS COMPANY 10/2017 – 12/2018

Led go-to-market efforts for a new digital payment solution providing small businesses access to funds for short-term financing needs. Guided product roadmap development, acquisition expansion, direct marketing strategies (acquisition and engagement), customer segmentation/analytics, and pricing efforts.

### **MEMBERSHIP DIRECTOR, O'S CIRCLE OF FRIENDS & ASSOCIATE CONSUMER MARKETING DIRECTOR, O, THE OPRAH MAGAZINE**

HEARST MAGAZINES 4/2015 – 10/2016

Managed new consumer revenue concept - O's Circle of Friends - a subscription program that drove awareness, engagement and loyalty to *O, The Oprah Magazine* brand while simultaneously executing upon marketing activity for the magazine through various marketing strategies to maximize subscription sales through all channels including digital, direct mail, strategic partnerships and retail.

### **DIRECTOR, GLOBAL BRAND CREATIVE**

NETJETS, INC. 4/2013 – 10/2014

### **DIRECTOR, PROSPECT COMMUNICATIONS**

NETJETS, INC. 10/2011 – 4/2013

### **MARKETING MANAGER, CARD SERVICES**

AMERICAN EXPRESS CO. 1/2008 – 5/2011

### **MARKETING SPECIALIST**

JP MORGAN CHASE 5/2007 – 1/2008

### **MARKETING MANAGER, INSTITUTIONAL MARKETING**

METLIFE 1/2003 – 5/2007

## - EDUCATION -

### **MASTER OF BUSINESS ADMINISTRATION IN GLOBAL BUSINESS**

Johnson & Wales University, Providence, RI

### **BACHELOR OF SCIENCE IN MARKETING**

Johnson & Wales University, Providence, RI