

TRACY MARINO

Daytona Beach, FL
www.linkedin.com/in/tracymarino

512.431.1517
tracymarino@gmail.com

ENTHUSIASTIC STEWARD FOR CREATIVE THINKING, BRAND MISSIONS, AND AUDIENCE ENGAGEMENT

Outstanding communicator, enthusiastically exploring and leveraging diverse industry experiences to apply learning in new, fresh ways to fulfill organizational missions. Agility in relationship-building and cross-functional team collaborations. Intuitive understanding of creative development, networking, and energizing brand advocacy. Dedicated to always teaching and always learning in the pursuit of creativity, business solutions, and serving communities.

Purpose-based Branding | Business Strategy | Marketplace Messaging | Budget & Reporting | Story-telling | Community Outreach

PROFESSIONAL EXPERIENCE

Marketing Consultant, Daytona Beach, FL **2018 - PRESENT**

Savvy, astute marketing and development expert creating new strategies, communications and markets for clients.

- Generating awareness for key seasonal events for the Civic Ballet of Volusia County, including annual Nutcracker.
- Fundraising for Veteran-specific programs offered by the Open Doors Counseling Network.
- Story development, script and editing consultation for Roadwings Entertainment.

Director of Marketing & Development, DAYTONA BEACH SYMPHONY SOCIETY, Daytona Beach, FL **2014 – 2018**

Heartfelt leader and passionate spokesperson for non-profit performing arts presenter. Revitalized brand voice and stakeholder relationships with Board of Directors, Symphony Guild volunteers, audience, business & community leaders.

- Galvanized marketing portfolio, inspiring creative designers on branding updates, and authoring all materials across video, print, radio, direct mail, brochures, signage, digital, social, publicity, and speaking engagements.
- Primary navigator on fulfillment of all revenue streams, including grant writing, donations, and ticket sales, with significant increases in Sponsorships (+70%), Program Ad Sales (+275%), and Ticket Subscriptions (+10%).
- Skillful budget development, KPI reporting with daily monitoring of sales for flexibility of messaging or placement.
- Enhanced community outreach for YES! (Youth Experiencing Symphony), Young Musicians' Showcase, Pre-Concert Talks, discounts for military, first responders and educators.

Management Supervisor, DOREMUS, New York, NY **2012 - 2013**

Enthusiastic dedication to leading cross-regional (U.S., LatAm, Europe, Asia/Pacific) team on strategy and development of B2B & B2C multi-language marketing for global rebrand of Zoetis (formerly Pfizer Animal Health) & IPO launch.

Manager, JONO PRODUCTIONS, New York, NY **2011 - 2012**

Artful and adroit back stage management for NYC Fashion Weeks & Fragrance Foundation. Back of House operations and media relations in coordination with FOH, talent, event producers and tech.

Owner, HONEY PIE PRODUCTIONS, Austin, TX **2007 - 2011**

Dynamic producer, writer, and manager of teams for multi-media marketing, film and video projects including strategy, production, post, budget and investor relations for Faron West Productions, Roadwings Entertainment, Sherry Matthews Advocacy Marketing, TX Health & Human Services, Kohana Coffee, Soy Delites Candles, Sunset Valley Shops.

Director of Integration, GSD&M, Austin, TX **2000 - 2007**

Passionate and adept leader for cross-agency teams on integrated marketing for roster of clients and new business pitches with multi-media campaigns for awareness, acquisition, loyalty and retention. Clients highlights include:

- Established and managed 15+ cross-agency integration team on global rebrand launch and campaigns from strategy to multi-media, multi-language marketing for AT&T.
- Created recruitment marketing for squadrons and NASCAR sponsorship for AFRS, AETC Command, U.S. Air Force.

EDUCATION

Bachelor of Arts (BA), English, Boston College, Boston, MA

PROFESSIONAL ACHIEVEMENTS & AFFILIATIONS

- Daytona Beach News-Journal Influential Woman in Business Award, 2016
- Boards served: City of Daytona Beach Leisure Svcs Advisory Board | Beacon Center | Volusia County Cultural Alliance
- Memberships held: Rotary Club | AdFed | Assoc of Fundraising Professionals | Volusia Young Professionals Group