



Tracie Heyes

[www.tracie.heyess.com.au](http://www.tracie.heyess.com.au)





# TRACIE HEYES

## CURRICULUM VITAE

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I am experienced in developing and executing brand strategies for acquisition and growth. I have a passion for identifying opportunities for continuous improvement, and delivering projects that support efficiency and integrity. I have achieved success with big corporates and family-owned businesses including L'Oreal, Jetset, Citibank, GO Creative and Priestley's Gourmet Delights.

## EDUCATION



MONASH University

Bachelor of Business (Marketing)

Bachelor of Arts (Psychology, Sociology, Economics)

## SKILLS

Develop and execute strategic marketing plans in alignment with organisational objectives to achieve growth and profitability objectives.

New Product Development

Go-To-Market strategy and execution

Compassionate and inspiring team leadership.

Manage digital execution both in-house and agency.

Creative ideation, copy writing and editing to energise the brand with engaging content.

Collaborative engagement cross functionally and with agencies to drive exceptional outcomes for the business.

Highly developed project management skills delivering on targets for transformation and growth.

Extremely strong numeracy and analytical skills, coupled with creative ingenuity.

Exceptional verbal and written communication skills.

At ease with most platforms, and quick to adapt.

MS Office, Wordpress, Google Analytics, Dynamix, Campaign Monitor.

## INTERESTS

I enjoy staying fit and healthy. Walking my dogs, playing tennis, working out in my home gym. I'm a dedicated soccer mum to two gorgeous teenage boys.

# WORK EXPERIENCE



## Project Manager

**March 2022 to June 30, 2022**

Customer facing project management for the development of new websites, SEO and CRO.

Liaison with designers, developers, copy writers and clients to ensure the delivery of projects on schedule, within budget with a positive sense of achievement for the team and client.

Understand key objectives and communicate all requirements through detailed briefs to technical teams.

Organise assets for remote teams to ensure the seamless execution of all projects.

Build rapport with customers by engaging with senior marketing execs and business owners in a professional and personable manner.

Ensure all project details were accurate, with proof reading and quality assurance checks completed.



## Marketing Manager, Australia & New Zealand

**Period: 12 years**

I was employed to establish the marketing function from the ground up.

During my tenure at Priestley's the company turnover grew from ca \$20m to \$65m with consistent achievement of EBIT targets.

I've driven the company into new markets, taking the lead with Chevron Energy, developing products, the marketing strategy and delivering on execution to a very tight timeline. This project enabled Priestley's to adapt to the covid environment. Sales of the new P&C lines exceeded \$2m in the first year.

I have managed the digital strategy to develop a sales funnel for B2B with lead generation targets achieved of < \$25 per lead and 35% conversion rates.

Recognised with the award for best supplier marketing support for the Countrywide distributor network, enabling sell through and consumer sales.

Responsible for the development of strategic marketing plans and their execution.

Management of comms to support the sales team in strengthening relationships with wholesale customers, expand the retail customer base, and building consumer facing promotions.

Management of marketing budget to ensure profitability objectives.

Analysis and reporting on all metrics to ensure the achievement of digital kpi's, identify product improvement opportunities, deliver on campaign objectives, and establish customer experience lead indicators.

Management and review of Customer Experience program.

Management of 2 staff including Digital marketing lead and Designer/Marketing Co-Ordinator.

New Product Development, from research, ideation and viability assessments to marketing and sales execution.

Project management inspiring collaboration and ensuring timely and profitable delivery of brand and organisational strategic plans. Generate and execute Go-To-Market strategy.

Event management for national trade shows.

Engagement with customers to monitor brand value proposition.

Process improvement through tech & digital programs.

Management of external agencies and service providers, including web development and digital.



## Studio Manager

**Period: 3 years**

Graphic design & advertising agency.

Fast paced and captivating role including creative direction and management for the team of 4 designers, plus client liaison and media buying.

Content writing for all clients, including original slogans and execution of brand voice.

Project and people management to achieve deadlines and exceed client expectations.

Identify opportunities with existing customers to increase revenue and profitability.

Grow business with new customers: Secured business with Leda group (3 shopping centres), Jadin Chemist Group and 2 regional shopping centres, adding \$1.2 million in turnover.

# WORK EXPERIENCE



## **Manager Support Services & Business Analyst**

**Period: 5 Years**

Managed a team of 12 staff. Responsible for the implementation of marketing promotions, order processing, customer support and accounts receivable.

Analysed promotional efficacies to direct product marketing strategies.

Delivered process improvements through IT program enhancements, working with developers.

Analysed, and reported on sales of marketing promotions and customer satisfaction measures.

Worked together with production, distribution, sales, marketing, and IT to improve performance across key performance indicators.

I was a member of the Special Projects team to manage the acquisition of brands including Redken and Matrix. This cross functional role involved engagement with all areas of the business, management of critical paths and internal communications.



## **Marketing Communications Manager - Jetset Travel Centre retail network**

**Period: 3 years**

Responsible for the B2C marketing of the 800 Jetset Travel Centre outlets with an annual media spend of \$2.4 million.

Managed the monthly promotional campaigns across TV, radio, newspaper and shop front POS.

Developed relationships with partner suppliers, including Qantas, Air New Zealand, Club Med, P&O to create the promotional offers and calendar. Pivotal to the success was the liaison and communication with the Travel Centre Network to ensure they were informed and positioned to execute the campaigns locally.

I attended and presented at national conferences and enjoyed developing a strong rapport with the franchisee network.

## **Marketing Coordinator, Jetset Treasury**

**Period: 2 years**

My first marketing role after graduating from Uni. This was a newly created position to launch on-line finance products to retail travel agencies.

I developed the marketing material including printed brochures, advertising, sales support, and group presentations. I developed the creative, directed photo shoots, wrote copy, and managed print with the support of the General Manager and Publications department.

The launch took place at the national conference, where I presented to 600+ delegates in an auditorium.



## **BDM Consumer Lending**

**Period: 1 year**

Sales role working with a great team of business graduates. Customer service from loan application to settlement. Top performing BDM for 8 consecutive months. Built relationships with financial advisors, legal firms, and valuers. Developed and executed customer experience surveys.





# Contact Me

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I directed and styled all photographs used in this cv  
special thanks to my photographer: Steve Ryan