

DOWNTOWN MANAGEMENT
COMMITTEE

RESUME LIST:

Tracie, Christy

no incumbent submission

This page intentionally left blank



Christy Tracie

RESULTS-DRIVEN PROGRAM MANAGER

EDUCATION

UNIVERSITY OF LOUISIANA AT LAFAYETTE
Master Of Business Administration, 2018-2020
• Concentration in Entrepreneurship
• With Honors, Cum Laude

UNIVERSITY OF LOUISIANA AT LAFAYETTE
Bachelor Modern Languages (Spanish)
2011-2014
• Concentration in Business
• Member of Sigma Lambda Gamma National Sorority Inc;
• Member of Sigma Delta Pi Nat'l Collegiate Honor Society
• Member of Sigma Alpha Lambda Nat'l Leadership & Honors Organization

VOLUNTEER EXPERIENCE

Greater Southwest Louisiana Black Chamber of Commerce Active member.
February 2022 - present

National Association of Black Journalists.
Active member.
October 2021 - present

Southeast Louisiana Alumnae Chapter of Sigma Lambda Gamma National Sorority Inc.
President/Chair.
September 2020 - present

Media Promotions Committee
UL Women's Leadership Conference - Lafayette, LA.
March 2019

LET'S CONNECT:

Phone: (337) 205-1403
Email: ctracie@aocinc.org

LinkedIn: <https://www.linkedin.com/in/christy-tracie>

WORK EXPERIENCE

MARKETING DIRECTOR

AOC COMMUNITY MEDIA, 2022 - present

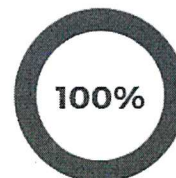
- Develop promotional marketing strategies, content, and materials to increase AOC's brand awareness.
- Research, develop, and implement targeted outreach campaigns across multiple communication channels (including email, direct mail, TV, and social media).

MEDIA EDUCATION COORDINATOR

AOC COMMUNITY MEDIA, 2017 - 2021

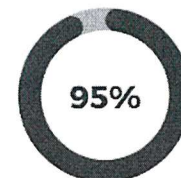
- Developed and administered digital media education programming (in-house and virtual) to meet the needs and interests of membership base

EXPERT SKILLS



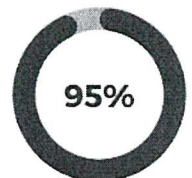
Digital Media Creation & Management

- Hootsuite
- Plann, Later
- Adobe Premiere Pro
- Adobe Rush
- Adobe Lightroom
- Final Cut Pro X (Editing)

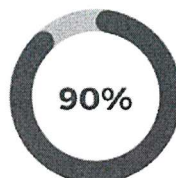


Digital Collaboration & Teamwork

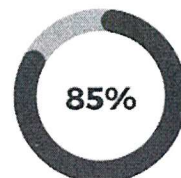
- Google Workplace Suite
- Zoom
- Monday



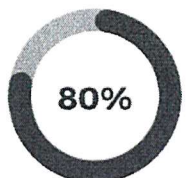
Technology Proficiency & Education



Strategic Planning



Public Relations & Communications



Project Budget Management

This page intentionally left blank