



TRACEY CHOROCO

Project Management, Brand Journalism, Storytelling and Communications Strategy

PROFILE

Communication expert seeking to advance my career in a creative and engaging environment where I can help to drive strategy and achieve shared goals.

EDUCATION

University of Central Florida (UCF)

- BA Communications, Minor – Marketing

University of Missouri (Mizzou)

- Master of Public Health, Health Promotion and Policy - In Progress, Graduation in May 2025

CONTACT

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VOLUNTEER ROLES

- Board Chair and Project 2025 Champion, American Foundation for Suicide Prevention – Central Florida Chapter
- Crisis Counselor, Crisis Text Line
- Chair, Communication Council, Maitland Presbyterian Church

PROFESSIONAL PASSIONS

- Project Management
- Brand Journalism
- Data & Analytics
- Impact Communication
- Mentoring Team Members
- Storytelling
- Non-profit Management

HOBBIES

- Cycling
- Reading
- Journaling
- Traveling

WORK EXPERIENCE

Orlando Health Foundation - Director, Communications

September 2016 - Present

- Develop and implement a creative and strategic approach to marketing and communication programs that resonate with diverse constituencies, advance organizational goals and are results-oriented
- Write, edit and oversee production of [fundraising/storytelling videos](#), including concepts, scripts, storyboards, interviews and on-site production
- Build relationships with staff and patients to determine the most engaging stories to share through various mediums
- Create custom proposals and corporate partner benefits to secure philanthropic funding and promote organizations' corporate social responsibility initiatives
- Advise senior leadership and collaborate with colleagues in Community Relations, Internal Communications, Marketing and Media Relations
- Oversee the production of a 24-36 page [quarterly print and digital publication](#), taking part in the interviewing, writing, layout and proofing
- Manage a team of three communication professionals responsible for all print and digital communication pieces

Orlando Health Foundation – Manager, Digital Media & Philanthropy

December 2015 – September 2016

- Implement and manage a digital communication strategy for the purpose of raising philanthropic support
- Manage social media accounts for pediatric hospitals, interacting with patients/customers, analyzing strategy and KPI's, and identifying strategic weaknesses and making recommendations for improvements
- Serve as liaison with external agencies for the development and implementation of digital communication projects when necessary

Orlando Health Foundation – Manager, Corporate & Community Giving

May 2009 – November 2015

- Construct unique sponsor and corporate partner benefit and activation plans to further increase corporate marketing exposure and provide value to event sponsors
- Use communication mediums and digital platforms to build a strong base of support to lead fundraising efforts
- Coordinate all marketing and promotional pieces for Foundation fundraising events, including websites, social copy, flyers and more
- Oversee planning, logistics, deadlines, and budgets for six signature fundraising events per year
- Interface with third-party vendors on any paid creative needs

Prior to May of 2009, I worked as a paralegal in Upstate New York and Florida for a combined eight years.

SKILLS

Budgeting & Contract Negotiations
 Digital & Direct Mail Campaigns
 Software/Platform Implementation
 Video Production
 Writing, Editing & Proofreading
 Website Development

PROGRAMS & PLATFORMS

Classy
 Luminare Online
 Mailchimp, Campaign Monitor
 Sprout Social
 Microsoft Suite
 Raiser's Edge CRM