



CAREER OBJECTIVES

To obtain a challenging position with a progressive organization that will allow me the opportunity for advancement and to use my skills and knowledge to help the company achieve its goals.

PROFESSIONAL EXPERIENCE

January 2013 – present **Brandy Tucker Creative** West and Middle TN *Owner / Chief Design Officer*

- Directs and designs creative projects from concept to completion for various clients throughout Tennessee and Mississippi
- Projects include: email marketing, website design/development, print collateral, direct mail services, tradeshow development, corporate video art direction
- Suggests online and print marketing campaigns and sponsorships
- Clients include HealthTrust, AMP&M Specialties, ReMax Elite, Sketch Creative, Avectus Health

September 2009 – January 2013 **HCA - HealthTrust** Brentwood, TN *Manager, Creative Services*

- Oversaw all aspects of branding efforts for company brands – HealthTrust, CoreTrust, AdvantageTrust and Parallon
- Negotiates, purchases and schedules all print and online media buys
- Directs creative projects from concept to completion of all marketing and sales collateral for new and current business initiatives in order to translate business marketing objectives into creative strategies
- Suggests and executes online and print marketing campaigns and sponsorships
- Selects, negotiates with and provides creative direction to third-party agencies for ad campaigns, tradeshow, videos and print
- Manages annual budgets of \$600K advertising, \$100K print and \$400K creative services
- Establishes business requirements and scheduling for all creative marketing activities for national and international business units
- Provides art direction for all corporate and event video shoots
- Directs executive photo shoots for online and print usages
- Develops design concepts and manages layout design and copywriting for websites, email communications and promotional materials such as print advertisements/advertorials, brochures, fact sheets, logos or other products
- Reviews and approves production of other departmental print and electronic marketing materials to ensure brand consistency
- Oversees updates of brand style guide
- Writes business plans and implements go-to-market strategies for all new business initiatives – Medical Device Sourcing, Customized Consulting, Staffing Management, National Energy Programs, Spend Analytics, Non-Acute Care
- Designed and developed new HealthTrust and CoreTrust public-facing websites
- Designed and developed websites for annual conference to include online registration of 2,000+ attendees and exhibitors
- Proofreads and edits online copy to satisfy organization's SEO requirements
- Compiles, analyzes, and distributes email statistics reports to determine ways to enhance email marketing campaigns
- Trains, proofreads and oversees other employees to facilitate distribution of broadcast emails to over 10K recipients
- Attends industry tradeshow as required to assist in booth set-up, etc.
- Provides training, mentoring, and creative direction to marketing department personnel

March 2009 – August 2009 **HCA - HealthTrust** Brentwood, TN *Interactive Designer, Marketing*

- Designed, developed, and provided ongoing maintenance of *The Source* magazine website
- Designed, developed, and provided ongoing maintenance of websites for annual university conference to include online registration of over 2,000 attendees and exhibitors
- Designed and implemented targeted email marketing campaign for annual university conference
- Designed various weekly and monthly e-newsletters and managed distribution to over 3,000 recipients
- Designed and implemented targeted email ad sales campaign for *The Source* magazine
- Retouched photographs and created custom graphics, logos, buttons, and animations for use on websites and broadcast emails
- Compiled, analyzed, and distributed email statistics reports to determine ways to enhance email marketing campaigns
- Designed and created brand marketing and sales collateral for new business initiative – AdvantageTrust
- Designed and created graphics and print layouts for various departments to include educational materials, logos, posters, and presentations
- Proofread and wrote copy for websites and printed materials as needed
- Provided creative direction and input to third-party design agencies for print ad campaigns
- Provided training, mentoring, and creative direction to marketing department personnel
- Provided event photography as needed

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| March 2008 – February 2009 | Gaylord Entertainment | Nashville, TN | <i>Web Communications Manager</i> |
| <ul style="list-style-type: none"> Accomplished successful rollout of the company's corporate website (www.gaylordentertainment.com), primary intranet site, and Gaylord Hotels strategic partners extranet site to include all site design and development, as well as all project management aspects Provided ongoing design and maintenance of the company's five intranet websites, corporate website, careers website (www.gaylordcareers.com), and charitable donations website (www.starshelpingstars.org) Designed and developed multiple team collaboration websites utilizing IBM Lotus Quickr for WebSphere Portal Conducted and analyzed usability studies for redesign and ongoing maintenance of intranet website Compiled, analyzed, and distributed website statistics reports Retouched photographs and created custom graphics, logos, buttons, and animations for use on websites Facilitated translation of audio narration for benefits enrollment presentations in two additional languages – Arabic and Spanish Proofread and wrote copy for websites and printed materials as needed Worked with information technology personnel to fulfill project management and business analyst roles for various internal development efforts Designed various e-newsletters and printed newsletters for corporate, Ryman Auditorium, and Grand Ole Opry distribution Designed various PR publications for external distribution in emerging hospitality markets Designed and created online and printed marketing materials for corporate-sponsored events and programs such as pre-CMA reception and annual Grand Ole Opry hunt to include logos, posters, postcards, and invitations Compiled executive presentations and provided technical direction for quarterly leadership team webcasts and board meetings | | | |
| July 2005 – March 2008 | Gaylord Entertainment | Nashville, TN | <i>Web Content Producer</i> |
| <ul style="list-style-type: none"> Updated and created online content for all Gaylord Hotels websites utilizing CommonSpot content management software Designed, constructed, and maintained the company's five intranet websites and charitable donations website on an on-going basis Updated and created web content for corporate website (www.gaylordentertainment.com) Retouched photographs and created custom graphics, logos, buttons, and animations for use on websites Sound editing for websites and online evites Designed various e-newsletters and printed newsletters for internal distribution as well as distribution to Gaylord Hotels strategic partners such as Nissan and Sara Lee Designed and created online and printed marketing materials for corporate-sponsored events and programs to include logos, posters, postcards, and invitations Maintained the company's online digital assets library, including re-organization of assets, user maintenance, and uploading of new assets Provided internal event photography as needed | | | |
| November 2004 – August 2006 | Nashville Netlinks | Nashville, TN | <i>Independent Contractor / Designer</i> |
| <ul style="list-style-type: none"> Designed, constructed, and maintained internet websites to create a web presence for various companies in the Nashville area Retouched photographs and created custom graphics, logos, buttons, and animations for use on websites Editing of songs to be used on websites Proofread and wrote copy for websites as needed | | | |
| December 2004 – July 2005 | NDC, Inc. | Nashville, TN | <i>Data Maintenance Specialist</i> |
| <ul style="list-style-type: none"> Re-designed and constructed five secured websites Created test plan and participant schedule for website testing and deployment Performed data maintenance and data entry into two separate database systems – RISC-based and SQL-based Ran and created queries and reports weekly, monthly, and quarterly to achieve database consistency and accuracy Developed departmental documentation and procedural handbook | | | |
| October 2003 – September 2004 | Healthcare Realty Trust | Nashville, TN | <i>Web Designer / Records Manager</i> |
| <ul style="list-style-type: none"> Designed and developed multiple web-based applications using ASP pages and data input forms for front-end web interface development and SQL 2000 for back-end database design and development Continued design, construction, and maintenance of the company's external website and 4 intranet websites Retouched photographs and created custom graphics, logos, buttons, and animations for use on websites Developed all company forms to be standardized PDF fill-and-print forms, centralized, and accessible via company intranet Proofread and wrote copy for websites and printed materials as needed Created marketing materials for various departments as requested Provided technical support and training to personnel utilizing document imaging system Developed and implemented records management policies and procedures, record retention schedules, and inventory control systems related to archival and destruction Supervised work and project managed other records management employees | | | |

June 2000 – October 2003

Healthcare Realty Trust

Nashville, TN

*Website Coordinator / Development
Lab Coordinator*

- Designed, constructed, and maintained the company's external website and 4 intranet websites on an on-going basis
- Retouched photographs and created custom graphics, logos, buttons, and animations for use on websites
- Wrote copy for websites and printed materials as needed
- Assisted in the development of a lab environment employing Windows 2000, NT 4.0, IIS, and SQL servers
- Utilized Norton Ghost for frequent rebuilds and deployments of servers to allow for testing of code for development efforts
- Responsible for deployment of developed applications to QAT for user testing
- Developed and maintained I.T. department documentation as needed

February 1999 – June 2000

Healthcare Realty Trust

Nashville, TN

Records Management Assistant

- Responsible for the front-end user interface system setup, user setup, and security for the company's document imaging program, SER Synergy
- Developed the structure for electronic filing within imaging database utilized by Synergy (cabinets, indexes, document types)
- Developed and implemented training program and policies/procedures manual for Synergy users
- Provided troubleshooting and resolution for all end user Synergy issues
- Developed tracking system for paper documents requested from off-site storage and scanned documents into Synergy system

April 1998 – September 1998

R. J. Young Company

Murfreesboro, TN

Sales Representative

- Outside sales calls
- Costs analysis, needs determination, and generation of sales proposals
- Trained new customers on equipment usage

May 1995 – March 1998

R. J. Young Company

Nashville, TN

Sales Support / Administration

- Generated proposals and PowerPoint presentations for branch sales reps and processed all sales orders
- Interfaced with customers, sales reps, service technicians, and all levels of management on a daily basis

PROFESSIONAL SKILLS

- Successfully manage multiple, simultaneous projects through effective time management
- Capable of quickly learning and applying new software and processes
- Successfully train and project manage company personnel
- Demonstrates initiative and willingness to learn
- Effective communication and interpersonal skills
- Strong attention to detail and organizational abilities

COMPUTER SKILLS

- Adobe Creative Suite 6 (*Adobe Acrobat, Bridge, Dreamweaver, Fireworks, Flash, InDesign, Illustrator, Photoshop*)
- Adobe GoLive
- Camtasia Studio
- ClickTracks
- CommonSpot
- ExactTarget
- HTML, XML, CSS, Javascript
- IBM Lotus Quickr & WebSphere Portal
- ImageFolio
- Microsoft Live Meeting
- Microsoft Office 2013 (*Access, Excel, OneNote, Outlook, PowerPoint, Publisher, Project, Visio, Word*)
- Microsoft FrontPage/Expression Web
- Omniture
- Prezi
- Seagate Crystal Reports 8.0
- SER Synergy
- SnagIt
- Windows 2000 Professional and Server
- WS_FTP
- Proficient in PC and Mac environments

EDUCATIONAL EXPERIENCE

Attended Middle Tennessee State University
Certified Internet Webmaster (CIW) – Professional

Microsoft Certified Professional – Windows Server/Workstation
American Management Association Marketing Certification

PORTFOLIO and REFERENCES Provided Upon Request