






# TRACY FISCHER

## INTERNAL COMMUNICATIONS SPECIALIST

with more than fifteen years of experience writing content for multiple channels, crafting compelling stories, leading teams, fostering collaboration, and translating insights into innovative solutions.

### CONTACT

-  707.339.3917
-  tracyfischer@gmail.com
-  linkedin.com/tracyannefischer
-  San Francisco Bay Area
-  tracyswords.com

### SKILLS

#### // Professional

Project Management  
Crisis Comms  
Comms Planning  
Strategic Planning  
AP Style

#### // Technical

MS Office  
Google Suite  
HTML  
Adobe Creative Suite

### EDUCATION

**MSC, BUSINESS ADMINISTRATION**  
**International Marketing & Brand Management**  
LUND UNIVERSITY  
Lund, Sweden

**BA, JOURNALISM**  
**Strategic Communication**  
UNIVERSITY OF WISCONSIN-MADISON

### EXPERIENCE

#### **META (FACEBOOK) | SAN FRANCISCO, CA**

**Global Employer Brand Content Strategy Lead, 2021-present**

**Executive Communications Specialist (Rotation), 2020-2021**

**Copywriter (Contract role), 2018-2019 | Content Strategist, 2019-2020**

- Managed team of full-time employees, externs, and vendors to build a global employer brand content strategy designed to attract the world's best builders.
- Managed all Recruiting communications for the launch of Meta's official remote work and remote hiring initiatives.
- Wrote and edited all copy for Meta's official diversity website launched in 2019.
- Planned, wrote, and managed all programmatic executive comms for our Vice President of Recruiting (rotational position). Consulted on comms plans and content for other executives.
- Developed, designed and maintained centralized Recruiting talking points resource site for global Recruiting team, ensuring recruiters, sourcers, and hiring managers had crucial information to answer candidate questions about press cycles, culture, and more.
- Produced and maintained content standards that scaled to empower 70+ global event and brand marketers to create consistent, compelling on-brand content.
- Drove the evolution of Meta's employer value proposition (EVP) and all related messaging pillars, narratives, key messages, and tactical proof points.
- Successfully led two content rebrands (the Facebook company and Meta) across 50+ surfaces.
- Wrote and edited content for blogs, social posts, videos, landing pages, webpages, recruiter outreach materials, narratives and talking points, town halls, ads, candidate comms, interview prep materials, and other employer brand, recruitment marketing, and recruiter enablement resources, reaching audiences of over 12 million people.

#### **NELSON FAMILY OF COMPANIES & iWORKGLOBAL | SONOMA, CA**

**Content Marketing Manager, 2015-2018 | Marketing Manager (Contract role), 2015-2015**

- Pioneered and implemented direct-to-consumer and B2B content strategies and editorial calendars. Created engaging external campaigns, and sales and recruiter enablement resources (including emails, data sheets, infographics, presentations, blogs, microsites, webinars, etc.) that drove candidate and client lead gen initiatives at every stage of the funnel.
- Optimized strategy and tactics of marketing campaigns through KPI measurement using Google Analytics, Google Adwords, and the Act-On marketing automation system.

#### **LUNG CANCER RESEARCH FOUNDATION | MADISON, WI**

**Sr. Marketing Communications Manager, 2011-2014 | Communications Manager, 2009-2011**

- Oversaw internal marketing and communications team and external vendors and partners while helping non-profit lung cancer advocacy group double revenue and expand reach.
- Built strategic communications plans and oversaw media relations agency. Acted as primary press contact in local and national media and managed all social media accounts.
- Developed and implemented content marketing and communications strategy to inspire volunteers, optimize fundraisers' efforts, increase event participation, and engage the medical community. Managed automated fundraiser funnel campaigns and paid and organic digital media campaigns, quadrupling unique website visitors in less than four years and driving Facebook followers from 2,500 to more than 40,000.
- Concepted and coordinated a national social campaign for all major US lung cancer advocacy groups, and presented on social media advocacy at the World Conference on Lung Cancer.