



OBJECTIVE:

Act as Consultant to enhance strategic goals of clients through public relations, event planning, small business marketing and community outreach.

EDUCATION: Graduate of East Stroudsburg University (ESU), PA, December 2003

Magna Cum Laude, Bachelor of Arts in Communications/English minor; GPA: 3.65/4 Internship: WPVI-TV 6ABC, Public Affairs Production
Fort Hays State University, TX: Certification in Grant Proposal Writing 2008

PROFESSIONAL EXPERIENCE:

Planning & Publicity by Tracy Tomchik, LLC – Founder and Sole Proprietor (Jan 2009 to Present)

- ◆ Event Planning and Public Relations consulting company, focusing on non-profit, creative arts and education in the Delaware Valley.
- ◆ Services include Copywriting, Public Relations, Event Management, Marketing Design, Non-Profit Development and Communications.
- ◆ For sample projects/writing, visit www.PPhyTT.wordpress.com. For information on services offered, visit www.PPhyTT.com.
- ◆ Partners & Clients: Precise Events Inc., Olivia Lee Wedding Planning, Drexel University & the College of Medicine, Drexel's Vision 2020, ABC6, Musikfest, CMT Real Estate, Bensalem Township, Hopeful Solutions, Business Bash, *Phlare Magazine*, Pennsylvania Horticultural Society, Events Plus, Inc., Clear Path Financial, CMT Real Estate, as well as, other non-profits and collaborations with corporations and leaders.
- ◇ **Networking for A Cause – Founded by PPhyTT in 2011, Event Series to Promote Clients and Engagement with Local Charities**
 - PPhyTT collaborated with real estate professionals to host a series of three networking events. Clients engaged audience, garnered PR and each event raised funds for charities: Habitat for Humanity Advocate, Camden Children's Garden and the MS Society.
 - Tracy founded Ladies for Lemons (L4L), community of women entrepreneurs raising funds for Alex's Lemonade Stand/Childhood Cancers. PPhyTT planned the inaugural event in May 2018, Vendor Fair & Networking for a Cause, raising almost \$5000 through marketing efforts!
- ◇ **ABC6 News**
 - Musikfest Event Liaison: Staffed the ABC6 kiosk for weeklong.
 - ABC6 News Thanksgiving Day Parade - Production Assistant
- ◇ **Drexel Institute for Women's Health & Leadership - Vision 2020, A National Campaign for Gender Equality**
 - Vision 2020 Advocate & Event Staff for professional women events.
 - Director/Founder of Event "Resolution to Empowerment"
- ◇ **Latin American Economic Development Association (LAEDA)**
 - Event Planning & Fundraising Consultant for LAEDA's 2010 Fundraiser Gala (e.g. sponsorships, tickets, ad book, event logistics, program)
- ◇ **National MS Society Philadelphia Leaders Circle**
 - Preakness at the Piazza Planning Committee and Public Relations
 - Event Director of Fundraiser "2012 Great Northeast Philly Fights MS"

JP Homes, Inc. (Formerly CMT Real Estate), Communications Officer for Relaunch/Rebrand – (Jan 2015 –July 2016)

- ◆ Developed and implemented marketing plan with high-impact strategies to target business opportunities (i.e. website, social media, advertising).
- ◆ Created instructional guidelines and tutorials to teach administrative staff protocols for specific research/marketing tasks.

Drexel University Health Sciences Campus Operations – Event Services and Quality Assurance (May 2007 – Jan 2010)

- ◆ Oversaw and implement all event logistics for Drexel's two Health Sciences Campuses (Center City and East Falls campuses).
- ◆ Acted as a liaison for event host by coordinating services: Catering, Educational and Audio Visual Resources, Facilities Management and Operations, Public Safety, Environmental Services (custodial support), Equipment Rentals, and various outside contractors.
- ◆ Administered vendor contracts, event budget, billing/charge backs, invoices, contracts with outside event hosts, and all financial duties.
- ◆ Supported Operations Department: development of strategic plan, coordinated events/meeting, and department communications.
- ◆ Assisted Quality Assurance Manager: coordinated campus improvements with cleaning/maintenance service contractors.
- ◆ In 2010, hired as consultant to advance Event Services Office's infrastructure, create office's 1st website and develop electronic reservation system.

Camden Children's Garden - Public Relations/Fundraising/Marketing (2005- 2007 Employee; 2008-2014 Consultant on retainer)

- ◆ **Public Relations:** Garnered 1000s of placements for CCGC in various media outlets including MICHELLE OBAMA's *American Grown*, RACHAEL RAY SHOW, ABC6, NBC10, CBS3, Fox29, CNN Newsmakers, NJN, WHYY TV/Radio, KYW Radio, WXPX Radio, WMMR, *A White House Garden Cookbook*, tons of placements in green trade publications, and many more area major print media.
- ◆ **Marketing:** Promoted all Garden programing, through various online media, corporate/community partnerships, media coverage, marketing, grassroots campaigns, mailings, print advertising, and many other proven methods.
- ◆ **Development:** Grant proposal writing, maintained donor database, collateral, constituency support, event sponsorships and fundraising events. Served as point person for the Garden's Annual Fundraiser Gala: created event invites, sponsorship letters, solicited support, processed gifts, maintained database, designed program book, coordinated event (e.g. silent auction, catering services, and awards).
- ◆ **Communications:** Developed all written materials, including press communications, advertisements, activity brochures, event documents, letters, flyers, designed the 1st & 2nd official Garden Brochure, Philadelphia Flower Show exhibitor materials, and all other promotions.
- ◆ **Event Coordinator:** major waterfront events, Garden's bi-weekly family festivals, educational programming, press events, community outreach, meetings, appreciation nights, and some rentals. This included orchestrating logistics, education, speakers, VIPs, entertainment, promotional partners, catering, activities, media relations, sponsorships, and event marketing.
- ◆ **Additional Duties:** Coordinated volunteers, Garden Club communications, guest relations, youth development, and membership marketing.

COMPUTER SKILLS:

- Design Programs: Adobe Acrobat, Adobe InDesign, Adobe Photoshop, iMovie,
- Microsoft Office: Word, Excel, Access, PowerPoint, Publisher, Outlook; Internet Explorer
- Public Relations Programs: Media Map, Factiva, etc.
- Online Presence: Constant Contact, online research tools, website design programs, SEO, Wordpress, blogs, Social Media Management, Hootsuite, etc.