

TRACY GONZALEZ

Lakewood, CO | (720) 363-5248 | Tracy_Gonzalez@outlook.com | www.linkedin.com/in/gonztracy/ | www.tgonzalez.net

PROFESSIONAL SUMMARY

A customer focused marketing leader with a foundation in consumer and audience insights and over 8 years of experience supporting multi-location, consumer-facing organizations. Experienced in integrating marketing and customer experience strategies using data and customer insight. Partners closely with operations and leadership teams to ensure strategies translate into meaningful customer engagement.

CORE SKILLS

Marketing and Brand Leadership: Integrated Marketing, Brand Management, Content Creation, Social Media, Public Relations

Consumer Insights: Consumer Research, Audience Research, Market Analysis, Behavior Analysis, Performance Reporting

Multi-Channel Marketing: Multi-Channel Campaigns, Lifecycle Marketing, Corporate to Local Execution

Leadership & Operations: Cross-Functional Leadership, Budget Management, Vendor and Agency Management

PROFESSIONAL EXPERIENCE

D.R. Horton | Denver CO

Marketing Director | Dec 2024 - Sept 2025

- Owned division-wide marketing strategy and execution across 26 active locations, ensuring consistent local execution aligned with market conditions and buyer behavior.
- Upon hire, led execution of a division-wide, multi-channel marketing campaign that supported a time-sensitive initiative and resulted in record sales performance.
- Used performance data and market signals to refine multi-channel campaigns, informing pricing, incentives, and messaging, working in collaboration with sales and operations.
- Built and launched lifecycle and nurture programs that increased foot traffic by 20% across multiple locations.
- Directed Google Business Profile strategy across multiple locations, aligning field teams on review generation and increasing five-star reviews to 10+ five-star reviews per location.
- Managed and allocated a seven-figure divisional marketing budget, reallocating spend based on channel performance, quality of engagement, and field-level feedback to maximize efficiency.

Wipfli, LLP | Denver, CO

Marketing Account Manager | Dec 2023 - Sept 2024

- Owned go-to-market planning and execution for new advisory and SaaS service offerings, partnering with internal teams to define positioning, messaging, and launch approach.
- Built and managed segmented lifecycle and drip campaigns using marketing automation, contributing to a 15% increase in qualified leads.
- Planned and executed cross-channel marketing campaigns, using performance data to refine messaging, targeting and channel mix.
- Leveraged CRM and GA4 analytics to improve audience segmentation and campaign focus across defined markets and services.

SunPower Corporation | Denver, CO

Marketing Manager | June 2022 - July 2023

- Led customer and partner journeys across multi-channel marketing programs, supporting consultative buying cycles from awareness to adoption.
- Conducted voice-of-customer research and facilitated focus groups to identify experience gaps, informing messaging, content, and product improvement.
- Developed and executed partner marketing programs supporting expansion into 4 new markets, aligning education and go-to-market efforts with sales teams.
- Partnered with product, digital, and web teams to improve website UX and SEO based on customer insights, increasing visibility and engagement by 15%.

Meritage Homes | Denver, CO
Marketing Manager | Feb 2019 - June 2022

- Developed and launched integrated marketing campaigns that drove a 27% year-over-year increase in sales, resulting in record performance for the organization.
- Led multi-channel marketing execution across digital, email, direct mail, and on-site channels to drive traffic, engagement, and qualified demand across multiple locations.
- Oversaw and optimized website presence and engagement, delivering a 48% increase in digital engagement year over year.
- Partnered with sales teams to develop customer education materials and on-site experiences that supported decision-making throughout the customer journey.
- Managed a \$1.8M marketing and advertising budget, optimizing channel mix to deliver \$400k in cost savings during budget constraints.

Oakwood Homes | Denver, CO
Marketing Account Manager | Feb 2017 - Jan 2019

- Led brand and marketing strategy and execution across multiple locations, ensuring consistent messaging, visual identity and customer experience.
- Led planning and launch support for a new product, using market research to define positioning and messaging that increased conversion by 30%.
- Increased website traffic by 48% by strengthening digital brand presence through SEO, paid media, and content optimization.
- Used customer and market insight to shape campaign priorities, audience segmentation, and messaging decisions across channels.

KMGH-TV ABC 7 | Denver, CO
Research Director | Jan 2005 - Nov 2016

- Conducted qualitative and quantitative research, including consumer behaviors, lifestyle characteristics, demographics, and media usage patterns.
- Produced audience insights and reports used by marketing, creative, and sales teams to inform promotions, messaging, and advertiser planning.
- Evaluated channel and platform performance and presented findings to stakeholders, highlighting trends and opportunities across integrated media buys.

TECHNICAL SKILLS

CRM: Salesforce, Microsoft Dynamics 365

Analytics and Reporting: Google Analytics 4 (GA4), Tableau, Power BI

Content Management Systems: WordPress, Sitecore, Wix

Marketing Automation and Email: Salesforce Marketing Cloud, Eloqua, Mailchimp

Digital Advertising and Reporting: Meta Ads Manager, Google Ads, LinkedIn Ads, Google Ad Manager

Design & Collaboration: Adobe InDesign, Adobe Photoshop, Figma, Canva

Project Asset Management: Wrike, Basecamp, Aprimo, Bynder

EDUCATION

Communication Studies | Metropolitan State University of Denver | Denver, CO

PROFESSIONAL AWARDS

Marketing Leadership Award, Meritage Homes (2020); Volunteer of the Year, HBA Metro Denver (2020)

PROFESSIONAL MEMBERSHIPS

HBA Metro Denver (Chair, Denver Parade of Homes 2019-2021; Vice Chair 2018); Professional Women in Building (Member 2019-2021); ABC Television Research Advisory Board (Chair, 2012-2016)