

Digital Marketing Performance

PORT FOLIO

TRACEY ALLEN

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TRACEY ALLEN

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Journalism sharpened my ability to write with clarity and purpose, while education in web design strengthened my digital versatility. For 15+ years, I've used this dynamic foundation to lead mission-aligned work, bringing together UX, SEO, accessibility, content strategy, and analytics to drive engagement and elevate brand presence across web, email, and social channels.



AREAS OF EXPERTISE

See a broader overview of my experience on LinkedIn or traceyallen.bio.

- Writing and content development
- Editing and editorial strategy
- Journalism, reporting, and storytelling
- Marketing and communications
- Public relations and messaging
- Web design and digital content
- Email and newsletter creation
- Social media strategy
- Internal communications
- Graphic design
- Video production and editing
- Web analytics and performance
- Audience and engagement analysis
- Content performance
- Data interpretation and insights
- Email systems management
- Website content management
- Search engine optimization (SEO)
- Editorial and brand standards
- Accessibility best practices
- Site maintenance and updates
- Organic growth and earned media

Website Growth, UX Optimization & SEO

I led ACUE's web and organic traffic strategy, utilizing data-informed decisions and SEO best practices that strengthened visibility and contributed to major increases in engaged sessions, unique users, and overall traffic quality.

This work included redesigning priority webpages, improving user journeys, and optimizing site structure for clearer, action-focused navigation. I also built high-impact landing pages for webinars, campaigns, and major research releases, as well as custom conversion-driven pages for paid traffic efforts.

STRATEGY

To achieve these outcomes, I executed a series of strategic web improvements, including:

- Built action-oriented landing pages for webinars, campaigns, and announcements
- Designed high-profile pages for impact reports, research briefs, and data releases
- Developed custom landing pages for paid traffic and higher conversion
- Redesigned challenge pages to clarify value propositions and support funnels
- Strengthened accessibility and readability across key pages
- Created consistent content frameworks for long-form and resource pages
- Brought website maintenance in-house by expanding my role to manage updates directly
- Refined user journeys using analytics and heatmapping tools

OUTCOMES IN 2024

These efforts drove a **35%** YoY increase in total users and maintained engagement rates above **90%** on key pages, reflected in the metrics below.



128% increase in engaged sessions

Users were more meaningfully active with high-value content



165% surge in social media traffic

Major increase in referral traffic from social platforms



115% growth in unique users

Expanded reach and visibility to new audiences



Enrollment Funnel Analysis & Campaign Optimization

IVY TECH HIGHLIGHT

At Ivy Tech Community College, I regularly analyzed enrollment funnel data to identify breakdowns in communication, points of confusion for prospective students, and barriers to enrollment progression. Using Salesforce reports, web analytics, and email performance data, I tracked and collaborated with enrollment and retention teams on how far students moved through the enrollment process, and where they stopped.

These insights guided improvements to messaging, UX pathways, and campaign sequencing. I created targeted email flows and clearer calls to action, aligned content across departments, and refined campaign timing to reduce friction.

By addressing gaps revealed in the data, we strengthened student progression, improved application-to-enrollment follow-through, and supported recruitment teams with more actionable insights.

PLAN OVERVIEW

- Identified funnel drop-off points using CRM data and performance analytics
- Refined email and website content to reduce confusion and drive next steps
- Built targeted sequences for key segments, improving follow-through
- Clarified CTAs and simplified enrollment pathways
- Diagnosed messaging gaps across departments and aligned communication
- Created dashboards/reports to visualize performance trends for stakeholders

Webinar Campaigns

ACUE HIGHLIGHT

Throughout 2024, webinars were a major contributor to ACUE's digital engagement and audience growth. I supported the full lifecycle of 18 webinars in 2024, driving registration, attendance, and post-event on-demand engagement through coordinated multi-channel promotion, optimized content, and streamlined workflows.

OUTCOMES

My work strengthened ACUE's webinar pipeline by improving promotional consistency, increasing registration conversion, and delivering a professional, user-friendly experience from initial landing page through on-demand viewing.

These webinars drove significant visibility for ACUE's mission, programs, and research.

18
webinars

16,971
registrations

STRATEGY & EXECUTION

For each webinar, I contributed the following:

- ✓ Built event landing pages with registration lead forms connected to Salesforce
- ✓ Developed social media plan and LinkedIn event page
- ✓ Managed chat and live Q&A during the webinar
- ✓ Created and published post-event recordings and on-demand assets

7,849
attendees

3,835
webinar-influenced
MQLs

Indy Achieves Completion Grant



IVY TECH FEATURED CAMPAIGN

Launched in 2018, Indy Achieves was a long-term initiative aimed at helping 95,000 Indianapolis residents gain skills for high-demand jobs by 2025. The program offered two grants to Ivy Tech and Indiana University Indianapolis—one for new students and one for former students with unpaid balances. While the city marketed to new students, institutions were responsible for identifying and re-engaging former students. I supported this work through 2022.

The Completion Grant outreach presented several challenges that required deep analytical thinking, fast problem-solving, and clear communication.

1. The timeline was extremely short.

Funding was finalized late in the cycle, leaving only a small window to understand the criteria, confirm eligibility, and launch communications that could meaningfully impact enrollment.

2. The information provided was incomplete and difficult to interpret.

With the program still in its early stages and no clear marketing materials available, the documentation was complex. I analyzed and translated the requirements to ensure internal teams and students could understand them easily.

3. The messaging needed to overcome immediate skepticism.

On the surface, I felt the offer could appear too good to be true — making it essential to design communications that felt legitimate, trustworthy, and easy to understand.

4. Executing the campaign required technical precision.

To deliver tailored messages at scale, I gathered and cleaned all relevant data, built a dynamic email template that pulled in individualized fields, and ensured each dataset was structured correctly so information displayed accurately.

PLAN OVERVIEW

- Personalized emails with individualized balances, programs, and instructions
- Direct mail on official letterhead
- Text and call center outreach
- Social and web landing pages
- Internal FAQs and talking points
- Signage (print and digital)

LIFE-CHANGING IMPACT

The campaign re-engaged eligible stopped-out students, helping them return, settle balances, and complete credentials, demonstrating how rapid, data-driven communication can directly support student success.

17K+

former students reached

800+

responses in first six months

3K+

grants awarded

\$4M

in funding distributed

Featured Designs

View a larger selection of graphic design work at traceyallen.bio.

PARTNER SPOTLIGHT

Florida Atlantic University

Location
Boca Raton, FL

Institution Type
Private, Public

Enrollment
20,000

From Small Beginnings to Lasting Impact: How a Small Group of Passionate Leaders and Faculty Are Transforming Teaching Excellence at Florida Atlantic University

These higher education leaders are familiar with the complexities of implementing new initiatives, which can easily be put on a shelf or lost when leadership or other priorities change. However, ACUE's Effective Teaching Practice Framework (ETPF) is proving that the targeted efforts of just one or two people can catalyze for institutional change.

Pushing Forward During Transition and Uncertainty

In 2019, the team in FAU's Office of the President facilitated a series of workshops when the homegrown faculty development program they had been building was paused due to internal changes and transitions.

The department moved under the ACUE umbrella in 2020 during the university's former president, Michael Heckler. Among the early champions was Dr. Patricia Koller, who had taught at FAU since 1997.

"When I first joined the ACUE program in 2020, I didn't think it was going to have anything to do with my job, but it did. It was a real opportunity to be part of a small group of faculty working together to improve teaching and other faculty issues. Because ACUE has reinvigorated the teaching, I wanted as many faculty as possible to benefit from the learning and make a real difference in their classrooms."

Believing Others on Board

FAU's commitment to teaching excellence continued to grow when Dr. Stephen Engle joined the president's Office for Academic Personnel in 2022. Determined to uphold the university's dedication to institutional quality, Engle actively promoted the opportunity for faculty to become certified in ACUE's Effective Teaching Practice Framework.

"You invest in faculty development, the return is student success - that's their return on investment," Engle explained.

While Engle and others saw the benefits of effective teaching, faculty buy-in was essential for the program's success. With Koller's continued guidance and Engle's leadership, the recruitment process focused beyond emails and formal announcements.

One of these efforts included individual department meetings, during which Koller shared her experiences and showed them that this development opportunity wasn't just another requirement but an investment in teaching excellence.

She conveyed the message, "We aren't doing this just for you. This makes it clear that certification in ACUE's Effective Teaching Practice Framework was designed to support faculty, not burden them."

Impacting Students, Changing the Culture

Early adopters of ACUE at FAU quickly recognized its value, gaining practical skills they could immediately apply in their classrooms. Enthusiasm spread, and what started as a small group of faculty evolved into a transformative movement that redefined what it means to be an FAU faculty member and student.

"Early on, we worked hard to change the culture, convincing faculty that this is the way to work smarter, not harder," Engle explained. "Now, we have both the results and the buy-in."

As time passed, faculty became eager to get Certified in the Framework, especially after witnessing the transformation in students.

When ACUE's Rosemarie Anna Agostino, PhD, associate professor in the Department of Finance (Miami), "Coordinator of ACUE courses and specific faculty in our teaching, which means an additional effort in their classrooms."

In addition to seeing the impact of effective teaching practices in their classrooms, FAU began to recognize their broader value on campus.

"The investment has become more determined, deliberate, and resourceful," said Egle Babin, Senior Instructor and Field Experience Coordinator in the School of Criminology and Criminal Justice. "We've witnessed them become more determined, adaptable, and resourceful, not only in their classrooms but in their professional lives."

Maximizing Faculty Development with Strategic Expansion

The team that managed ACUE at FAU continued to grow its reach by collaborating with the dean of undergraduate studies. They created a small pilot program to maximize the impact of their limited budget, they were strategic and focused on doing the greatest good.

"The biggest task happens between the first and second semester," Engle explained, adding that they've seen an improvement in retention rates and lower DFW rates with students taught by instructors certified in ACUE's Framework.

They have also tried a strategic approach to hiring by creating an additional cohort for the summer of 2023. This addition allowed faculty to have their teaching skills during the break and start the fall semester with renewed energy and improved practices. New faculty reports planned ahead and ahead to take the course over the summer.

By identifying the highest impact strategies, timely incentives, resourceful budgeting, and directly addressing faculty needs, the Office of the President laid a foundation for the program's growth and success. Their thoughtful, data-driven approach has positioned FAU as a model for effective faculty development.

Partner Sites
Fall 2021

Intentional Staff
LADs

Faculty in the Program
344

Courses Aligned to the Effective Teaching Practice Framework
26

Advanced Certificate Awarded to the Effective Teaching Practice Framework
26

Completion Rate for Clinical Programs
94%

Featured Bios

Stephen Engle, PhD
President's Office for Academic Personnel

Patricia Koller
Faculty

Rosemarie Anna Agostino, PhD
Department of Finance

Stephen Engle, PhD
President's Office for Academic Personnel

Bring ACUE to Your Institution

ACUE is looking for the next university leaders who are committed to supporting great teaching. Our faculty development solutions, endorsed by the American Council on Education (ACEJ), will help you build a culture of great teaching.

Let's connect to talk about how partnering with us will benefit your institution. Contact us at info@acue.edu or call us at 800-822-8222.

info@acue.edu

ACUE WEBINAR

Increasing Student Retention Through Great Teaching

Wednesday, March 26, 2025 | 3:00 - 4:15 p.m. ET

Join us for a vibrant conversation about the impact of strong teaching and pedagogy on the real lives of students.



Adam Smith
Nationally Recognized
Higher Education Expert



Dr. Sy Bridenbaugh
Faculty, University of
Kentucky College of
Education



Dr. Kelly Ferris Lester
Associate Provost for Faculty
Success and Professor of
Dance, University of
Southern Mississippi



Dr. Anne Grey
District Coordinator, Center
for Teaching and Learning
Excellence, Portland
Community College

REGISTER NOW

acue.org/increasing-student-retention-through-great-teaching-webinar

REPORT REVEALS IVY TECH'S IMPACT IN INDIANAPOLIS

College produces \$3.9 billion cumulative annual impact throughout state

An in-depth study, conducted by Emsi, reveals the significant positive economic impact that Ivy Tech Community College makes on the state of Indiana, including the local impact in Indianapolis. The report outlines the return on investment the Community College makes to its major stakeholder groups – students, taxpayers and the communities it serves. Results of the analysis reflect a \$3.9 billion cumulative annual impact.

"The campus benefits regional businesses by increasing consumer spending in the region and supplying a steady flow of qualified, trained workers to the workforce," said Dr. Lorenzo L. Esters, chancellor of Ivy Tech Indianapolis. "Here at Ivy Tech Indianapolis, we are working to be a campus without walls by going into the community."

In addition to identifying the institution's economic impact, the study also analyzed the value of the investment students are making in themselves by choosing an Ivy Tech education and the value the community is investing in students through public dollars the institution receives from taxpayers.

The study found that students invested \$502.8 million in time and money to generate a cumulative return of \$2.2 billion in higher future earnings over their careers. The average Ivy Tech associate degree graduate from 2018-19 will see annual incomes \$10,100 higher than a person with a high school diploma or equivalent working in Indiana.

Students will see an average annual return on investment of 18.3%, which is significantly higher than the U.S. stock market's 30-year average rate of return of just under 10% or the 30-year U.S. Treasury at 1.91% rate of return.

Taxpayers are also benefiting from investing in Ivy Tech. Taxpayers will receive a cumulative value of \$1.90 throughout the students' working lives. This equates to a net present value of \$287.2 million after accounting for taxpayer costs and is an average annual rate of return of 5.3% for taxpayers. Other benefits and statewide impact details are outlined in the full report at IvyTech.edu/impact.



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The Economic Value of Ivy Tech Community College Indianapolis

REFLECTS FISCAL YEAR 2018-19

ECONOMIC IMPACT ANALYSIS

Alumni impact
Impact of the increased earnings of Ivy Tech Indianapolis alumni and the businesses they work for

\$588.7 million
Added income

6,710 Jobs supported

an economic boost similar to hosting the World Series
- OR -
98x

Operations spending impact
Impact of annual payroll and other spending

\$72.7 million
Added income

1,530 Jobs supported

enough to buy 2,167 new cars

Student spending impact
Impact of the daily spending of Ivy Tech Indianapolis students retained in the region

\$17.4 million
Added income

enough to buy 1,400 families' a year's worth of groceries

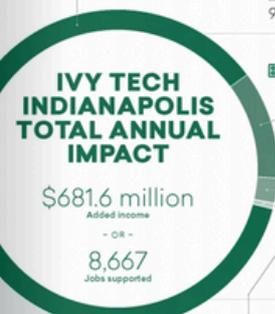
- OR - 389 Jobs supported

- OR - 37 Jobs supported

Construction spending impact
Added income

\$2.8 million

37 Jobs supported



About Ivy Tech Indianapolis

- 24,650 Credit students
- 651 Non-credit students
- 1,390 Employees



The Indianapolis Campus Service Region

Learn more about this report at IvyTech.edu/impact.

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