

Tray LaCaze

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Multi-faceted marketing professional with 20 years of experience overseeing content strategy, creative development and digital marketing for the overall sales funnel in varied industries, markets and cultures. Displays exceptional ability to grow brand awareness, engage audiences, and lead creative people and projects. Possesses a participative leadership style with excellent skills in cross-functional collaboration, consistent messaging and effective communications. Achieved a Masters in journalism. Led teams in Fortune 500 and agency settings.

Expertise and Skills

Uniquely skilled at translating complex ideas into human understanding

Account Management, Advertising, Brand Stewardship, Budget Management, CRM, Content Strategy, Creative Recruitment, Customer Experience, Customer Loyalty and Retention, Customer Journeys, Digital Marketing, Direct Mail, Editing, Email Marketing, Events, Google Analytics, Graphic Design, HubSpot, Inbound Marketing, Internal Communications, Lead Generation, Marketing Automation Systems, Mobile, PR, Social Media, Sales Enablement, Storytelling, Team Management, User Experience, Vendor Management, Video Production, Web

KEY STRENGTHS AND PROVEN ABILITIES

Design & Writing Expertise: Accomplished in communications skills, including both design and writing, which virtually guarantees comprehensive management of brand standards and objectives. In addition, depth and functional expertise in these areas ensure specialized creative professionals (designers, writers, illustrators, programmers, etc.) are managed and inspired

Creative Strategist: Partnered with senior management to articulate branding communication strategy and vision. Coordinate, oversee and execute all communication efforts including: advertising, public relations, promotions, and events ensuring delivery of messages that are strategically aligned with the company's branding objectives

Operational Efficiency/Cost Effectiveness: Consistently demonstrate the ability to increase productivity and reduce cost by constantly evaluating operational efficiencies and through team and resources alignment

WORK HISTORY AND ACCOMPLISHMENTS

02/2018-present: DALLAS THEATER CENTER, Dallas, TX

Director of Marketing and Communications overseeing all aspects of the patron experience

Tony-Award winning theater company producing 10 large scale (\$300,000+ budget) shows per year

- Slashed the marketing budget by \$175,000; realigned the department to better use resources and skill sets
- Shattered previous sales goals by achieving a 5500% return through targeted social media posts
- Influenced the board on changes to its three-year, long-range plan to grow diverse audiences
- Scored \$400,000 in grants to fund surveys, rebranding, new digital presence, and improved purchase path
- Elevated customer experience by bringing the box office in-house and updating the online purchase path
- Achieved a 4X return on investment on all digital marketing efforts (Display, SEO, Social Media)

02/2017 – 11/2017: TOYOTA CONNECTED, Plano, TX

Marketing Manager (hired to lead external marketing efforts)

Technology company created to enhance mobility through Toyota Data and Microsoft technology

- Curated content including a video for Toyota's Annual Dealers' Association Meeting in Las Vegas
- Influenced leadership on a subscription acquisition/retention program; potential \$10M in 3 years
- Constructed customer journeys and personas to inform product development and customer experience
- Collaborated on investor relations event at Toyota attended by 80 top US investors

05/2012-02/2017: AT&T, Dallas, TX

Senior Manager Digital Marketing for AT&T Business

Brand and Marketing Communications for Big Data at AT&T

Brand Identity & Design and Brand Operations for AT&T Global Marketing Organization

- Drove conversions through data-driven personalized content strategy with nine personas and customer journeys for the Company's \$71 billion B2b technology and telecom services business
- Provided creative direction on an interactive web mini-series, "Away We Happened", produced 6 million views, increased NPS score among the targeted Asian-youth market from -11 to +39 and won an Effie Award
- Directed the redesign plan for AT&T's 5500 retail stores including franchisee program
- Oversaw the implementation of a new design for AT&T's fleet of 72,000, the second largest in North America
- Provided brand training and consultation to 37,000 employees and 120 agencies
- Managed sponsorship event activation at AT&T Stadium, Pebble Beach and The Circuit of the Americas
- Led creative direction of UX/UI development of 40+ apps (Digital Life, AT&T Health, Toggle, My AT&T)

05/2011-05/2012: INTERBRAND, an Omnicom Company, New York, NY

Brand Communications (onsite lead for AT&T, Interbrand's largest client)

World's largest branding consultancy with 40 worldwide offices, part of the Omnicom group of agencies

- Built an on-site team to provide brand implementation and consultation to 30,000 brand users on creative briefs and creative development for all multi-channel marketing, advertising and promotion
- Judged and evaluated creative work against strategic intent and brand identity principles
- Formalized a brand evaluation program that reviewed 14,500 pieces of communications every year
- Designed a data collection system and reporting structure to help evaluate the brand users and agencies
- Developed communications and training program aimed to improve and elevate creative executions

11/2008- 05/2011: RUDOLPH AND SLETTEN, a Tutor Perini Corporation, Redwood City, CA

Brand, Marketing and Corporate Communications Manager

Second largest international construction and engineering firm

- Managed and elevated the corporate brand with a redesign and implementation of new brand guidelines
- Improved corporate culture through leadership communication to connect with employees at all levels
- Drove efforts to increase media exposure by 76% in the first six months
- Leveraged creative expertise to save \$200K per year

01/2000-11/2008: PRACTICAL ADVERTISING (sold in 2008), Dallas, TX

Creative Director

Launched design and advertising agency with 8 employees and 45 clients; three international

- Achieved year-over-year revenue growth for 7 consecutive years
- Spearheaded a marketing strategy for a National Association's annual conference leading to a 20% increase in attendance while reducing overall costs by 60%
- Lead retail marketing for 30+ products in major retailers: Walmart, Costco, and Bed, Bath and Beyond
- Launched a US medical device internationally (Germany, Australia and Switzerland)
- Propelled successful product expansion into the US markets from Sweden and Germany

02/1997- 11/2008: TXI and CHAPARRAL STEEL, Dallas, TX

Corporate Communications and Marketing Manager

Largest cement/steel producer in Texas, California and Virginia with retail products in the big box retailers

- Designed a new branding strategy to address the company's national expansion and subsequent divestiture
- Launched a national consumer product line sold in big-box retailers with \$10 million in sales in three years
- Triggered a projected \$700 million in commercial real estate purchases with a successful launch event
- Produced an interactive direct mail piece that increased sales by 22% in six months, and won an Addy Award.
- Assembled a communications program to counteract negative publicity that jeopardized a \$40 million recycling operation in Texas and Virginia

EDUCATION

2001: Master of Arts (MA), Journalism (Marketing Communications), University of North Texas

1993: Bachelor of Arts (BA), Radio/TV/Film, the University of Louisiana at Monroe

1993: Bachelor of Fine Arts (BFA), Design, the University of Louisiana at Monroe

2008: Professional Creative Writing Program, University of California, Los Angeles