

# TRACY PEARSON

CREATIVE LEADERSHIP

Creative Executive • Director of Creative Services • Creative Operations Manager • Creative Director  
Creative Strategy • Change Management • Branding and Identity • Agency Leadership  
Maximized Business Growth • Reduced Cost • Optimized Process • Accelerated International Expansion  
Award-winning In-House Agency • Multi-talented Generalist • Public Speaker • Thought Leader

## PROFILE

I am a communications executive and creative leader offering more than 20 years of distinguished experience in the corporate communications landscape. I have demonstrated success in crafting dynamic, engaging communications targeted to employees, investors, the C-suite, and the public. Additionally, I use my management and interpersonal skills to drive positive change, build employee engagement, develop client relationships, and enhance bottom-line financial performance. My personality is achievement-oriented, with strong project management and decision-making skills, enhanced by a warm and approachable demeanor.

## TOP SKILLS

CORPORATE COMMUNICATIONS

CHANGE MANAGEMENT

CRM

AGENCY LEADERSHIP

BRANDING

CREATIVE STRATEGY

BUSINESS DEV

CREATIVE OPERATIONS

## CONTACT

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## RESULTS

### Director, Internal Creative Communications

2015 – present

#### Chevron

Transformed creative services group into dynamic in-house creative agency comprised of 130+ dedicated creative professionals serving a global client base.

- Provided art and creative direction for hundreds of creative communications projects designed for a variety of internal, external and specialized marketing and awareness campaigns.
- Managed and worked across the entire spectrum of creative services, including design, content, video, live events, and digital.
- Improved organizational visibility and reputation, leading to a 63% growth in project requests, \$20MM in value creation and a customer service score of more than 98% (2017 – 2019).
- Accelerated international expansion of creative services to Asia Pacific region and Canada.
- Reduced domestic costs to 35% less than the industry benchmark and created additional value through strategic offshoring. Managed an agency operational budget of \$7MM in 2019, plus additional vendor spend of \$15MM.
- Founded and sponsored the Learning & Development Community of Practice (LDCoP), a network of more than 1,800 Chevron learning and development professionals.
- Introduced internal content marketing through monthly newsletters and internal social media, with subscriptions and followers totaling more than 10,000 Chevron personnel.

### Creative Services Manager

2009 – 2015

#### Chevron

Optimized the in-house creative services group by benchmarking and implementing process, system, and quality improvements across the board.

- Increased cost recovery from 49% (2010) to 100% (2012).
- Reduced operational costs by 16%.
- Improved focus on customer service, resulting in a 10% increase in customer satisfaction (average 97%).
- Championed offshoring and vendor management to decrease costs.
- Transformed organization into a data-driven entity that used quantitative methods to deliver and measure value.

## MEMBERSHIPS

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- Assoc. of Change Management Professionals
- Pink Petro
- World Affairs Council of Greater Houston
- Association of National Advertisers
- In-House Agency Forum
- Mensa International

## PRESENTATIONS AND PUBLICATIONS

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### Launching a Digital Asset Management Tool

ANA In-House Agency West Coast Chapter, November 2019. With Danielle Hettema and Nancy Caldwell.

**Evaluating Creative Service Lines Using Portfolio Analysis** 2014 *In-House Creative Services Industry Report*. With Paul Naquin.

**Driving Repetitive Stress Injuries to Zero with Operational Discipline** 2012 Chevron Operational Excellence Forum.

**Effective Communication** 2012 Chevron Summer Intern Event. With Allyson Neal.

**Public Relations Agencies on the Web: A Content Analysis and Survey** 1996 *Business Research Yearbook: Global Business Perspectives*.

## TECHNICAL SKILLS

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ADOBE CREATIVE SUITE

SHAREPOINT

WORKFRONT

POWERPOINT

POWER BI

PINTEREST

INSTAGRAM

YOUTUBE

FACEBOOK

MS OFFICE

TWITTER

## MOBILITY

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Open to relocation domestically and internationally

## RESULTS, CONTINUED

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### Digital Communications Manager

2007 – 2009

*Chevron*

Guided the digital communications team providing website development, information architecture, surveys, usability (Federal Section 508 ADA compliance), quality assurance, and website maintenance.

- Expanded business development to maximize efficiencies, standardization, and usability for approximately 70% of corporate intranet sites.
- Developed and implemented standardized work processes, including the introduction of project management principles.

### Digital Communications Strategist

2005 – 2007

*Chevron*

Contributed digital expertise through the management of digital project teams creating a variety of internal and external web properties.

- Produced effective web solutions for a variety of global Chevron clients.
- Promoted brand, standardization, usability, and Federal Section 508.

### Digital Communications Project Manager

2002 – 2005

*Under contract to Chevron*

### Senior Web Developer

1998 – 2001

*Under contract to Chevron*

### Freelance Writer/Web Developer

1995 – 2003

*Various companies and publications*

### Content Manager/Writer

1997 – 2001

*About.com*

### Adjunct Professor, Mass Communication

1997

*Louisiana State University*

## EDUCATION

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### Tulane University

2006 – 2008

MBA, International Business and Finance

### Louisiana State University

1995 – 2000

Graduate Studies in Mass Communication

### University of California, Irvine

1990 – 1993

BA, Anthropology

## CERTIFICATIONS

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### Project Management Professional (PMP)

Project Management Institute

11/2008 – present

Credential ID: 1072378