

EMILY GRACIK, CIT

Kalamazoo, MI | 989-820-2933 | emgracik@gmail.com | www.emilygracik.com



EXPERIENCE

Beacon Specialized Living

Mar 2024 - Present

Mental Health Trainer

- Facilitated 100+ online and in-person trainings on essential caregiving skills for new staff including behavior management, crisis de-escalation, suicide prevention, documentation, and medication administration
- Managed key relationships with home managers and operational leadership to meet training goals
- Obtained instructor certification in Non-Violent Crisis Intervention (CPI) and Suicide Prevention (QPR)

Amerifirst Home Mortgage

Jun 2018 – Apr 2023

Director, Regional Marketing and Sales

- Managed the personal and professional growth of 15 direct reports across three teams
- Generated inbound revenue through high-value marketing solutions and a best-in-class onboarding program
- Tripled mar-tech utilization by creating tiered “Packages” and a Client Success Program for top sales leaders
- Facilitated 50+ professional development workshops for small in-tact teams and department wide

Supervisor, Marketing

- Managed seven direct reports on marketing strategy, software, content, design, and digital advertising
- Improved team communication, efficiency, and productivity by introducing new project workflow process
- Rebranded the entire customer journey including content, design, and programming for 300+ touchpoints
- Integrated new Team Values, Gallup Strengths, and Working Genius for a stronger, healthier team culture

Marketing Strategist

- Led rollout of new CRM to 350+ users including content strategy, design, copywriting, and programming as well as training documents, webinars, recorded videos, focus groups, and expert interviews
- Coordinated 15 Branch Marketing Assistants on effective sales support and advertising strategy
- Presented in-person to 150 sales staff on how to use the new CRM to increase business and convert leads

Auto-Owners Insurance

Dec 2015 – Jan 2017, Aug 2017 – Jun 2018

Marketing Coordinator

- Project managed marketing technologies, media buys, corporate sponsorships, and vendor relationships
- Designed new and improved online web journeys using Google Tag Manager and Google Analytics
- Conducted a national survey on the correlation between brand equity and lead conversion which included questionnaire writing, programming, obtaining a sample, data analysis in SPSS, and presentation design
- Tailored reporting and storytelling from national survey to accommodate a variety of stakeholders including a presentation to 200+ sales staff at annual conference, a room of research associates, and executive staff

Social Media Specialist

- Managed the content calendar, execution, paid advertising, and analytics for six social media platforms
- Introduced A/B testing to Facebook Ads increasing click-through-rate from 0.4% to 2.7%
- Developed a comprehensive brand guide improving consistency in tone and visual identity across channels
- Facilitated four in-person workshops on utilizing social media to get more leads at annual sales conference

EXPERIENCE (PART-TIME)

Emily Gracik Consulting

Oct 2018 – Present

Business Consultant

- Consult executives on needs using employee surveys, team assessments, and The 6 Types of Working Genius
- Administered multiple COVID-19 surveys for executive staff's back-to-work plans for employees
- Conducted a satisfaction survey to 2,000 across four locations providing leaders with a data-based SWOT
- Provided a 1:1 Working Genius consult to a CEO to successfully consolidate the C-Suite team from 9 to 5 staff

Acorn Health

Nov 2023 – Feb 2024

Behavior Technician

- Provided direct 1:1 therapy utilizing ABA interventions such as discrete trial training (DTT), prompt fading, extinction, task analysis, and functional communication training to assist with skill acquisition and behaviors
- Collaborated with peers and clinical supervisors to continuously evaluate and adapt intervention strategies
- Gained experience documenting client sessions, goals and behavior tracking, and incident reports

Counseling Center of West Michigan

Apr 2023 – Oct 2023

Clinical Support Admin

- Assisted clinicians with scheduling, intake forms, assessments, billing, and insurance for clients
- Coordinated client information for outside CMH agencies, legal representatives, and psychiatrists
- Acquired EHR experience uploading documents and updating records in TherapyNotes

Aimpoint Research

Jun 2017 – Aug 2017

Research Intern

- Assisted with survey writing, programming, data analysis, and presentations for Fortune 100 clients
- Conducted in-depth expert phone interviews with the target population for qualitative studies
- Managed the blog, website, and social media channels with published research

EDUCATION

Central Michigan University*Est:* Aug 2026

Master of Arts, Clinical Mental Health Counseling

Michigan State University

Master of Science, Marketing Research

Dec 2017

Bachelor of Arts, Marketing

Dec 2015

CERTIFICATIONS

QPR Instructor

Jan 2025

Non-Violent Crisis Intervention Instructor

Mar 2024

Adult and Pediatric CPR/AED/First Aid Instructor

Apr 2024

The 6 Types of Working Genius Facilitator

Apr 2022

VOLUNTEER SERVICE

Horse Lead, Cheff Therapeutic Riding Center

Jul 2024 – Present

Girls Basketball Coach, Various Schools

Nov 2018 – Feb 2024

Life Group Leader, Various Churches

Sep 2017 – Dec 2021

Big Sister, Big Brothers Big Sisters of Southwest MI

Dec 2018 – Jul 2019

STRENGTHS

Group facilitation, process improvement, people management, assessments, developing teams, relationships