

Tracy Hanford

Marketing and Outreach Manager

SSC Team Profiles



Tracy Hanford initially came to SSC as the spring marketing and communications intern, with a focus on improving SSC's social media marketing. She has recently become the Marketing and Outreach Manager at SSC—taking on the role of the day-to-day business operations as well as managing marketing efforts, the internship program, and the consultant network. In this role, Tracy draws upon her knowledge in marketing, communications, and strategic management.

Tracy recently relocated from South Africa to the United States. She holds a B Com degree in Marketing with an Honors degree in Strategic Management (University of Johannesburg).

She has South African work experience as a marketing manager for a business-to-business (B2B) division and contributed to several design and product changes, as well as maintaining a good performance and rapport on all newly tested direct marketing material. In addition to working as a marketing manager, she is experienced in the media and publishing industry. She has been involved in launch campaigns for print media products as well as an international television station branch in Africa.

She has five years of work experience; much of it is related to marketing in the media and publishing industry. Although most of her work was based in South Africa, she spend much time liaising with suppliers from the United States and the United Kingdom, which has provided her with an understanding of different business cultures and the importance of effective communication.

Tracy hopes to pursue her MBA once she has settled in the United States and adjusted to all the changes of living in a new country.



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