

Tracey Choroco, MPH

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Summary

Public health and nonprofit leader with 15+ years of experience advancing healthcare initiatives through strategic communications, relationship building, and program management. Skilled at forging partnerships with donors, physicians, patients, and community leaders to support health equity and improve outcomes. Experienced in maternal and mental health advocacy, compliance with healthcare standards, and managing cross-functional teams to achieve organizational goals.

Education

Master of Public Health (MPH); Health Promotion and Policy
University of Missouri, Columbia, MO (2025)

Bachelor of Arts in Communications; Minor in Marketing
University of Central Florida, Orlando, FL (2011)

Career Summary

Orlando Health/Orlando Health Foundation

- Senior Director, Foundation Communications and Development (2023 – Present)
- Director of Communications (2016 – 2023)
- Manager, Digital Media & Philanthropy (2015 – 2016)
- Manager, Corporate & Community Giving (2009 – 2015)

Experience as a paralegal and legal assistant in Florida and New York (2001 – 2008).

See following page for full details.

Skills and Programs

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| • Public Health & Health Equity Strategy | • Content/Digital Management Systems |
| • Community Partnership Development | • Crowdfunding Platforms |
| • Team Leadership, Hiring & Mentoring | • Design Tools |
| • Donor & Patient Engagement | • Email Clients |
| • Budget & Compliance Oversight | • Google Workspace |
| • Advocacy & Policy Collaboration | • Meta Business Suite |
| • Strategic Communication & Storytelling | • Microsoft Suite |
| • Data-Driven Campaigns & Analytics | • Project Management Tools |

Platform Examples: Adobe Creative Suite, Bynder, Canva, Classy/GoFundMe, Constant Contact, Donor Drive, Fundly, Hootsuite, Mailchimp, Raiser's Edge, Robohead, Salesforce, Sprout Social, Workfront

Professional Experience

Senior Director, Foundation Communications & Development - Orlando Health (11/2023 – Present)

- Lead strategic communications initiatives across 13 Foundation teams and 6 hospital departments, collaborating with corporate and clinical leaders to set priorities, develop campaigns, and manage projects from concept to execution that are on brand, on time, and within budget.
- Create and manage a grateful patient story collection process, collaborating with hospital teams, foundation staff, donors, and community partners to identify compelling narratives, conduct interviews, and produce impactful communication collateral.
- Lead stewardship and audience segmentation strategies that strengthen relationships with patients, donors, and corporate partners.

- Manage a team responsible for delivering data-driven campaigns, proposals, and impact reports aligned with community health priorities.
- Oversee multi-channel communications that advance funding for oncology, maternal health, and community programs.
- Draft press releases, video news reels, and collaborate with media relations team to pitch unique stories.
- Maintain all creative budgets, project timelines, and resources to consistently meet strategic goals.

Community Benefit, Intern - Orlando Health (4/2025 – 8/2025)

- Supported the planning, research, and execution of multiple Community Health Needs Assessments (CHNAs) across the hospital system, with a focus on health equity and community engagement.
- Developed project guidelines, process documentation, and written protocols to streamline assessment implementation and ensure consistency across departments.
- Assisted in creating actionable reports aligned with IRS requirements, translating complex health data into accessible findings for hospital leadership and community partners.
- Led health communication efforts for Community Health Improvement Week (CHIW), showcasing the positive impact of hospital partnerships and grant-funded initiatives.
- Produced storytelling and digital content highlighting community health programs and designed internal engagement campaigns to increase staff awareness and participation in equity-focused initiatives.

Director, Communications - Orlando Health Foundation (9/2016 - 10/2023)

- Directed communication campaigns to expand donor engagement and community reach, laying the foundation for expanded enterprise-wide strategy in current Sr. Director role.
- Directed communication strategies to grow donor and patient engagement, laying groundwork for expanded public health-focused initiatives.
- Built partnerships with physicians, patient families, and community leaders to develop health-focused storytelling and advocacy campaigns.
- Oversaw donor and community fundraising platforms, ensuring compliance with organizational and regulatory standards.
- Managed budgets, vendors, and staff to deliver campaigns that supported both financial and clinical goals.
- Expanded visibility of health equity initiatives by producing 40+ annual videos highlighting patient care and community impact.

Manager, Digital Media & Philanthropy - Orlando Health Foundation (12/2015 – 9/2016)

- Engaged patient families online to strengthen community connection, provide accurate health information, and encourage participation in clinical programs.
- Developed and implemented a comprehensive digital communication strategy to increase philanthropic support for the hospital system.
- Managed social media accounts for two pediatric hospitals, engaging with patients and donors, analyzing key performance indicators, and identifying strategic areas for improvement.

Manager, Corporate and Community Giving - Orlando Health Foundation (5/2009 – 12/2015)

- Cultivated partnerships with corporate sponsors, community leaders, and physicians to expand hospital fundraising and community health presence.

- Implemented and scaled peer-to-peer fundraising programs to strengthen patient and family engagement.
- Oversaw logistics and marketing for six signature fundraising events annually, ensuring compliance with policies and maximizing community impact.

Volunteer Projects

2011 - Present	American Foundation for Suicide Prevention <ul style="list-style-type: none"> • Bold Goal Chair – focusing on firearm suicide prevention and increasing healthcare access (2018 – Present) • Board Chair (2020-2022) • Education Program Presenter (2013-Present) • Florida State Policy Committee (2024-Present)
2024 – Present	Mental Health First Aid Instructor National Council for Mental Wellbeing
2023 - Present	Health Equity: Health Providers Train the Trainer Program Florida Blue Foundation
2019 – 2020	Crisis Counselor Crisis Text Line

References Available Upon Request