

Team Member Introductions

Each month, our goal is to introduce a few of our amazing new team members through ISA Today. So, keep an eye out for the latest edition!



Eric Marsh
Online Experience Specialist

Eric joined ISA in November 2018 with a long background of working with digital content in all forms: websites, email marketing, and social media.

Eric also has experience working in other association marketing roles. Prior to joining ISA, Eric was employed by the Indoor Air Quality Association in Atlanta, Georgia, as well as the American Association of Endodontists in Chicago, Illinois.

Eric is passionate about best practices in SEO/SEM and all types of digital marketing strategies.

On a personal note:

Eric moved from Chicago, Illinois, to Atlanta, Georgia, two and a half years ago and is still enjoying learning the city; especially the amazing restaurant scene Atlanta has to offer. He also loves to get outside and walk his dog Dottie along the Atlanta Beltline.

Coming from Chicago, Eric says he will forever remain a Cubs fan!

Tracy joined ISA in January of 2019 as our graphic designer. She brings a long history working as such in a multitude of types of organizations, spanning from Fortune 500 companies to small start-up companies, with quite a bit of freelance in between.

If you have ever flown in to the Atlanta airport, you've probably seen some of Tracy's work, as she was a senior graphic designer there for several years.

Tracy has also done a great deal of work for the City of Atlanta, as well as several non-profit organizations in the community.



Tracy McCutcheon
Graphic Designer

On a personal note:

Tracy is very passionate about living a healthy lifestyle. Walking the Beltline and participating in spin classes are two regular activities that she is passionate about. In support of eating healthy, Tracy loves to cook from scratch.

Tracy enjoys spending time taking care of her garden and flower beds.