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HEALTHY FAMILY PROJECT EXPANDS DIGITAL MARKETING TEAM

Digital marketing team expansion and promotions set stage for 2023

Orlando, FL – January 25, 2023 – Healthy Family Project has named Rebecca Waxman social media manager and the newest addition to the cause marketing organization’s digital marketing team. Waxman will lead Healthy Family Project’s social media strategy and implementation under senior digital marketing manager Tracy Shaw.

Waxman comes to Healthy Family Project with eight years of experience in social media marketing and a background in child and family studies. In addition to Waxman’s hiring, Shaw has been promoted to senior digital marketing manager and Andrea Wiggins promoted to marketing coordinator.

“The digital marketing space has exploded over the past three years,” said Trish James, vice president at Healthy Family Project. “We intend to keep up with our ever-growing audience demand and offer unrivaled support to our partners through our digital marketing team.”

Shaw has been with Healthy Family Project for two years leading digital marketing efforts across Healthy Family Project’s digital, retail and brand campaigns. During her tenure, Shaw has increased website visitation year over year by 40 percent, surpassed 1 million yearly website visits and increased social media impressions to more than 12 million impressions in 2022.

As Healthy Family Project’s newly promoted marketing coordinator, Wiggins will work directly with the Produce for Kids retail team implementing digital strategy for retail cause marketing campaigns. Wiggins is the driving force behind digital retail efforts including a new bi-lingual ecookbook, which debuted in 2022. Healthy Family Project’s TikTok success can be attributed to Wiggins’ strategic implementation reaching 600,000 users in 2022 and is poised to double the reach in 2023.

Waxman and Shaw will work in tandem to develop and implement Healthy Family Project’s evolving consumer digital strategy. Wiggins will work alongside Healthy Family Project’s business development director to implement digital efforts for retail campaigns.

[Headshots available](#)

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About Healthy Family Project

Healthy Family Project believes in creating a healthier generation. As a cause marketing organization, Healthy Family Project creates programs, like Produce for Kids, that provide easy, fun, and inspiring recipes and healthy ideas. Since its creation in 2002 by Shuman Farms, Healthy Family Project has raised more than \$7.5 million to benefit children and families and provided 12 million meals through Feeding America. To learn more about Healthy Family Project and healthy eating, visit healthyfamilyproject.com.