



MARK ELRAYES, MBA (2024)

Senior Communications Strategist | Design & Development Director

Professional Summary

Veteran Creative Director with over 15 years of data-driven marketing and creative solutions. Confident in ability to lead teams in outreach campaigns, interactive digital tools, and brand identity. Track record of increased engagement, inspired team development, and knowledge on new technologies. Committed to social equity, life-long learning, & contributing to collective success.

Areas of Expertise

Strategic Communications Planning / Media Relations / Digital Communications & Development / Content Development and Writing / Public Relations and Branding / Leadership and Management / Stakeholder Engagement / Research and Analytics / Crisis Communications / Cultural Competency and Inclusivity

Work History

Digital Design & Development Director | 2019 - 2022 | **ConnectCRE**, (Remote)

Recruited to manage creative teams and take ownership of new client projects. Managed the execution and development of a new brand identity that led to a 40% increase in viewership.

- During COVID, increased digital revenue by over 60% by leading a digital brand overhaul.
- Ownership of over 30 marketing campaigns working directly with C-Suite stakeholders.
- Implemented technologies increasing marketing capabilities working directly with CEO & CTO.

Marketing Director | 2018 - 2019 | **Goldn Bloom**, San Diego, CA

Recruited to lead a brand repositioning. Led projects in storefront layout, social media strategy, product display, data tracking, and public outreach campaigns.

- Spearheaded a company rebranding which included logo, style guides, website, brand voice, and more. Led to increased brand awareness and first-page SEO results for target key phrases.
- Worked directly with owners and team members to execute on-site farmers market event including local vendors, artists, and musicians with over 2,000 people attending.

Creative Director | 2017 - 2019 | **Fast Grass (Eaze)**, San Diego, CA

Worked with founders to position company for future company sale, increased revenue by over 210% and sold to M7 Holdings and then Eaze.

Mass Communication Specialist | 2012 - 2017 | **US Navy**, International

Leading Petty Officer producing photography, videos, graphics, public affairs and news stories in support of United States military mission. Led teams of Sailors and instructed courses in design, photography courses at Navy Support Element - West.



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Technical Skillsets

Strategic Communications Planning & Media Relations

SWOT Analysis, Audience Segmentation Analysis, Campaign Development and Management / Press Release Writing and Distribution / Media List Creation and Management / Press Kit Development

Digital Communications & Development

Social Media Platforms Management (*Later, Hootsuite, Buffer*) / Content Management Systems (*WordPress, Drupal, etc.*) / Email Marketing Platforms (*Mailchimp, Constant Contact, HubSpot*) / Digital Analytics (*Google Analytics, HubSpot, Hotjar, Adobe Analytics, SEO Analytics*)

Content Development and Writing

Copywriting and Editing (*AP Style*) / Search Engine Optimization (SEO) (*Ahref, SEMRush, Google Keywords*) / Multimedia Content Creation (*Adobe Creative Suite, Procreate, FL Studio, Blender, SketchUp, Microsoft Office Suite*) / Studio, Documentary, Product Photography / Technical Writing and Report Preparation / Traditional and Digital Illustration

Public Relations and Branding & Leadership Management

Brand Management and Development / Public Relations Management / Event Planning and Execution / Team Leadership and Personnel Management / Project Management Tools (*Asana, Trello*) / Budgeting and Financial Management / Performance Metrics and KPI Tracking

Other Skills

Web Dev: PHP / C# / HTML / CSS / Javascript / JQuery / MySQL / Server Administration
Personal: Guitar / Bass / Piano / Dressing Sharp / Open Mics / Poetry / Journaling / Silly Walking
Languages: English / Arabic

Formal Education

Executive Master of Business Administration (MBA) // Georgetown University (Exp. 2024)

B.S. in Graphic Design // Art Institute of Philadelphia (2009)

A.S. in Computer Information // California College of San Diego (2018)

Contacts

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