



# MARK EL-RAYES, MBA

Senior Communications Strategist | Design & Development

## Professional Summary

Combat Veteran Brand Designer with over 15 years of data-driven marketing and creative solutions. Confident in the ability to lead teams in outreach campaigns, interactive digital tools, and brand identity. Proven track record of increasing engagement, inspired team development, and knowledge of new technologies. Committed to social equity, lifelong learning, & contributing to a collective.

## Work History

### **Freelance Creative Director** | 2022 - Present | **El-Rayes Design Co**, (Remote)

Maintained long-term relationships with multiple clients by consistently providing marketing, branding, and technical expertise, earning their loyalty and trust over many years.

- Coordinated and executed events hosting over 1,000 attendees, supervising logistics, promotions, and on-site operations to ensure seamless delivery.
- Collaborated closely with employees and C-Suite stakeholders to lead cross-functional teams and manage projects from smaller initiatives to multi-million-dollar ventures.

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

Managed creative teams and took ownership of new client projects. Directed 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.
- Oversaw more than 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

Specifically 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 (Now: Eaze)**, San Diego, CA

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

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

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



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## Technical Skillsets

### Content Development and Writing

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

### 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*)

### Public Relations & Leadership Management

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

### 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

### Other Skills

Web Dev: PHP / C# / HTML / CSS / JavaScript / jQuery / MySQL

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 (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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