



MARK ELRAYES^{,MBA}

Creative & Strategic Executive | Strategy & Leadership

Professional Summary

Combat-veteran executive and Georgetown MBA with 15+ years leading digital, creative, and nonprofit organizations. Proven ability to build cross-functional teams, manage complex operations, and scale programs that drive measurable organizational growth.

Core Competencies

Leadership | Operations Management | Strategic Planning | Cross-Functional Team Development

Work History

Creative Director | 2023 - Current | **El-Rayes Design Co**, (Remote)

Oversee remote creative and technical teams delivering digital design, marketing, and development solutions for retained clients. Manage project portfolios, budgets, and team performance across multiple accounts, ensuring strategic alignment and measurable growth outcomes.

Digital Design & Development Director | 2019 - 2023 | **ConnectCRE**, (Remote)

Directed cross-functional digital teams responsible for product design and web development. Led a full corporate rebrand that expanded the company's digital reach and increased inbound engagement.

Older Work History

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

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

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

Extra Pursuits

President | 2025 - Current | **DC Burners**, Washington, DC

A 501(c)(3) non-profit centered around the cultivating art, self-expression, and community around DC.

Managing Partner (Founder) | 2024 - Current | **The Adorea Group**, (Remote)

Co-founded a government-focused consulting agency specializing in federal strategy and compliance.

Formal Education

Executive Master of Business Administration (MBA) | Georgetown University (2024)

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

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

Contacts

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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



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A bit about Mark El-Rayes

I came to America at the age of two. A child refugee from Beirut, Lebanon, I was shaped by a world of deep community, resilience, and adaptability. As my life progressed, those lessons guided me through military service, entrepreneurship, and leadership with the same drive: to build, connect, and help others thrive.

My professional path has been varied and as inspiring. As a US Navy Mass Communication Specialist, I led teams under pressure in places ranging from warzones to remote jungles, telling stories that mattered to people. Leaving the service, I kept my eyes on entrepreneurship. I joined Fast Grass as a third partner and worked with our team of over 30 people to position the business for sale. We succeeded in a year and a half just before the pandemic reshaped the world.

Joining ConnectCRE, I sought the structure of a design agency and the chance to reconnect with my people - designers and creatives. When the pandemic pushed everything online, our eight-person design team became the company's sole revenue stream. We increased digital revenue by 60% through a complete design and development overhaul. To this day, the framework I built for their digital model is still in place.

Pursuing growth, I set my eyes on an MBA at Georgetown University. There, I co-founded Adorea, a consulting firm, with two cohort members. Within nine months, we secured two contracts and grew to two full-time employees. Around the same time, I helped unite the DC Burning Man community under a nonprofit, DC Burners. In just two short months we've already raised over \$60,000.

What ties all this together is that I work tirelessly to improve the world around me. I see issues as problems worth exploring. I seek spaces that require strategy, creativity, and empathy. Leading through uncertainty, shaping new ideas, and building trust across different people - that is where I thrive.

Outside of work, I stay curious. I've crossed the U.S. by motorcycle, by car, by train, and circumnavigated the globe by sea and air. I use these journeys to uncover the fog of war of the world - to see different ideas, experience variance, and connect deeply with people. They remind me to stay curious, think equitably, and create community.

I would be honored to bring this mix of lived experience and professional skill to your team. I Thank you for reading my story and for considering my application. I hope we get to talk more soon.

Warmly,
Mark El-Rayes