

ANTHONY MCCRAY, M.A.

COMMUNICATIONS STRATEGIST

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EDUCATION

Master of Arts in Strategic Communication
Michigan State University | December 2019

Bachelor of Arts in Media and Information
Michigan State University | May 2014
Concentration in Social and Interactive Media

SKILLS

- Adobe Suite
- Email Marketing
- Brand Development
- Graphic Design
- Web Design: Wordpress, Cascade, etc
- Photography
- Video Editing
- Social Media Management & Content Development
- Marketing Strategies & Campaigns

EXPERIENCE

Communications Specialist

Northwestern University,

Office of Institutional Diversity and Inclusion | Evanston, IL | January 2023 - Present

Lead the development of the office's strategic communications plan with the goal of advancing diversity, inclusion across Northwestern's three campuses – Evanston, Chicago, and Qatar.

- Design branded and engaging assets for print, social media, and digital displays.
- Developed accessible monthly newsletter that contains motion graphics, photos and videos for students, faculty, staff, and community partners.
- Serve as communications advisor to the Vice President and Associate Provost for Diversity and Inclusion in relation to DEI matters across the university.

Director of Marketing and Communications

All Nations Collective - Corporate Office | Chicago, IL | January 2021 - January 2023

Spearheaded conceptualization and development of all company communications and marketing efforts to improve brand recognition, awareness and resonance for 34 locations (29 nationally, 5 internationally).

- Developed an internal communications strategy involving monthly newsletter, messaging app, and intranet platform which increased engagement and trust within the organization from every stream.
- Created integrated communication plans for all internal and external events to guarantee attendee goals were achieved.
- Established 10+ partnerships and negotiated vendor contracts for promotional materials and event collateral.
- Recruited, managed and trained a team of 25+ creatives (designers, videographers, writers, etc) within the organization to assist with proper branding for effective brand resonance and awareness.

Assistant Director of the Media and Marketing Department

All Nations Collective - Chicago Campus | Chicago, IL | January 2019 - January 2021

Collaboratively led in the planning and execution of marketing strategies, responsible for creating systems to improve streamlining, and assist with supervising department.

- Developed and led multi-channel digital and print event marketing campaign that fostered nearly 4,000 (2x more than the annual average) paid registrants.
- Created a dynamic internal marketing request portal improving communication and productivity for nine departments within the organization.
- Managed, plan and design content for six social media accounts, with a combined total of 100,000+ engaged followers/fans
- Managed team projects, including assigning tasks, tracking deadlines, budget planning, and reviewing content to ensure project goals were achieved within given constraints.

Marketing, Branding and Communications Coordinator

Michigan State University,

Neighbor Student Success Collaborative | East Lansing, MI | August 2016 - December 2018

Coordinated marketing and branding initiatives, head graphic designer and student supervisor.

- Conducted quantitative and qualitative research to lead the re-branding process for increased student perception including logo and website redesign with accessibility, updated mission to reflect current positioning and created digital and print assets for marketing campaign.
- Created innovative content to increase student social media engagement by 30% in four months.
- Responsible for managing, training, and evaluating student staff in departments' Central office.
- Led a team of nine to develop communication strategies, forecast promotional items and marketing campaigns.

Media Department Lead

Epicenter of Worship | Lansing, MI | December 2014 - March 2017

Managed and lead all media request between departments and responsible for event operations.

- Introduced live streaming and multi-camera switcher to enhance online experience and increase monthly revenue.
- Oversaw an eight member team to establish a cohesive brand and ensure weekly meetings were operating properly with audio system, LED screens, presentation software and special announcements.
- Established a personal brand for senior leadership to increase reach including creative directing photo shoot, website design and assisted in written communications.