

BLAKE McCRORY

MARKETING PROFESSIONAL / BRANDS + CAMPAIGNS

A marketing expert with huge passion for marketing, advertising, visual arts and moving pictures, and video. Over 20 years of account and creative team works, experienced with all media platforms. Looking to leverage my knowledge and experience into a role as team member on growing in demand in-house group, agency or sales team. Utilize my abilities to commit and deliver results.

2014 - Present — IDEOLOGY Account, Brands and Campaigns Director

Create, develop, format, deploy and manage corporate and product campaigns for television, radio, digital, print, in-person and social media channels. Corporate/Political influence assignments. Create, develop and deliver print, direct mail and digital advertising to both target and mass market audiences. Develop and maintain print marketing materials - manufacturing and deliveries strategically and by project.




2008 - 2014 — JMMC VP Brands and Campaigns

Worked with Creative Director, Creative Teams and Account Managers to deliver corporate and product visual media campaigns for print, radio, television, and social media. Key account manager for both Corporate and Political clients and campaigns.

2005 - 2008 — SignatureMedia VP Creative Services

Established and created digital printing and creative services departments, developed additional revenue generating services for Houston based - national printing and direct mail company. Key account manager for Corporate Clients and Campaigns Account and creative manager for Political Campaigns/ Direct Mail composed and adhered to budgeting practices.

CONTACT

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Bellaire, Texas 77401
Harris County

EDUCATION

1985 - 1988 — Texas A&M University

1990 - 1992 — UCLA
B.A. International Relations

SKILLS

Adobe Creative Suite Proficient
Microsoft Office
FCPX Editor, Non-Linear Systems Editor
Producer / Director
Designer
Product Marketing
Legislative Influence
Account, Project and Task Management
Organization and Prioritization Accuracy

DIGITAL REFERENCES

www.blakemccrory.com/bmc
www.linkedin.com/in/blake-mccrory

REFERENCES

-  Joe Jaworski
-  Susan Fichaud
-  Mary Hollander