



BLAKE McCRORY

MARKETING PROFESSIONAL / BRAND + CAMPAIGN DIRECTOR

CAPABILITIES

Producer

TV/Film & Video Producer
Executive Producer
Line Producer
Benchmarking
Scheduling

Economic Development +

Advocacy
Crisis Management
Federal & International Relations
Legislative Relations – Local & State
Public Relations
Sales

Research

Assessment Services
Quantitative
Qualitative

Social Media +

Advertising
Implementation
Managing/Planning
Social Audit and Strategy
Sales

Creative +

Art Direction
Brand Development/ Management
Logo Identity/Product Identity
Photography & Photo Editing
Video Editing
Cinematography/Broadcast
Writing/ Content Creation
Sales

Digital +

Website
SEO/SEM
Email
GeoTargeting
Video/Content Marketing
Multi-Channel Data Analysis
Sales

CONTACT

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Texas/Harris County, 77401

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<https://blakemccrory.com/bmc>

EDUCATION

1985 - 1988

JOURNALISM

Texas A&M University

1990 - 1992

BA - INTERNATIONAL RELATIONS

UCLA

SKILLS

- Adobe Creative Suite Proficient
- Microsoft Office
- FCPX Editor, Non-Linear System Editor
- Account, Project & Task Management
- Organization & Prioritization Accuracy

REFERENCES

References are available upon request

- Joe Jaworski
- Susan Fichaud
- Mary Hollander