



# BLAKE McCRORY

MARKETING PROFESSIONAL / BRANDS + CAMPAIGNS

## CAPABILITIES

### Economic Development +

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

### Research

Assessment Services  
Quantitative  
Qualitative

### Project Management

Benchmarking  
Production Management  
Scheduling

### 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  
Videography/Broadcast  
Writing/ Content Creation  
Sales

### Digital +

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

## CONTACT

1110 Anderson St., Bellaire  
Texas/Harris County, 77401

281 224 5789  
bbmmac@me.com  
www.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 Editing Knowledge
- Account, Project & Task Management
- Organization & Prioritization Accuracy

## REFERENCES

References are available upon request

- Joe Jaworski
- Susan Fichaud
- Mary Hollander

Digital references:

<https://www.linkedin.com/in/blake-mccrory/>  
<https://www.blakemccrory.com/bmc>