

CHAMARRA MCCROREY

WRITER. DIGITAL SPECIALIST. GRAPHIC DESIGNER.

CONNECT

Los Angeles, CA

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EDUCATION

Temple University, Philadelphia, PA

Double Major in Education and English,

Creative Writing Concentration

3.95 GPA | Dean's List 8x | Honors Program

Magna Cum Laude

Bachelor of Science Obtained in 2015

SKILLS

- Writing (Creative, Journalism, Speechwriting, Copywriting)
- Digital Marketing
- Graphic Design
- Email Campaign Management
- Website Management
- HTML & SEO
- Project Management
- Social Media Management
- Photography
- Videography
- Customer Service
- Interpersonal Skills
- Leadership & Mentorship
- Multi-tasking
- Public Speaking

PROGRAMS

- Microsoft Office
- Google Suite
- Google Analytics
- Adobe Creative Cloud: Illustrator, Photoshop, After Effects, InDesign
- Social Platforms: Twitter, Instagram, Facebook, LinkedIn, TikTok
- ZenCity
- Canva
- WordPress
- Drupal
- Mailchimp

PROFESSIONAL EXPERIENCE

Deputy Digital Director

Office of Los Angeles Mayor Eric Garcetti

Jan 2021 - Present

Los Angeles, CA

- Develop strategic messaging about COVID-19 and vaccine distribution for social media, outdoor adspace, flyers, etc that reach 4 million+ residents.
- Write and edit social media copy for multiple platforms that reach 800,000+ followers.
- Manage content on LAMayor.org and Coronavirus.LACity.org and make daily updates using HTML coding.
- Perform advanced social media analytics with senior staff that inform and improve content development.

Digital Media Specialist

Office of Los Angeles Mayor Eric Garcetti

Aug 2020 - Jan 2021

Los Angeles, CA

- Support development of internal and external communication strategy around COVID-19 emergency response.
- Design graphics using Illustrator and After Effects for @MayorofLA social channels that contribute to ~300,000 interactions per month and provide crucial information about COVID-19, local emergencies, and City services.
- Film, direct, light, and edit videos with Mayor Garcetti and partners such as celebrities, City Councilmembers, LA Dodgers, and more for social and news media.

Marketing and Communications Assistant

City of Santa Monica, Community and Cultural Services

Apr 2020 - June 2020

Santa Monica, CA

- Collaborated with multiple teams to produce blogs, social copy, and email campaigns that highlight programs for 91,000+ residents.
- Connected hundreds of members of the public via phone and email to City service providers and resources.

Press and Digital Specialist

Office of Philadelphia Mayor James F. Kenney

Feb 2019 - Apr 2020

Philadelphia, PA

- Wrote 300+ speeches for the Mayor of Philadelphia for events, forums, and interviews.
- Worked with 40+ departments and stakeholders on outreach campaigns to increase community engagement with the City.
- Created blog posts, press releases, reports, email campaigns, and social media copy that reached 1.6 million residents.

Correspondence Coordinator

Office of Philadelphia Mayor James F. Kenney

Dec 2017 - Feb 2019

Philadelphia, PA

- Increased response rate to constituent correspondence to 95 percent within two weeks.
- Communicated with 40+ City agencies to develop accurate constituent responses and provide excellent customer service.
- Tracked and analyzed constituent feedback trends for senior staff to inform City policies.

Financial Manager/Public Relations Officer

Philadelphia Office of the Inspector General

Apr 2017 - Dec 2017

Philadelphia, PA

- Implemented social media and constituent outreach strategy that more than tripled engagement within four months.
- Designed flyers, one-pagers, and social posts using Photoshop and Canva.
- Improved the office-wide invoice and budgetary tracking system, corrected billing discrepancies, and paid invoices.

Content Manager

Poplar Network

Feb 2016 - Apr 2017

Philadelphia, PA (Remote)

- Developed content schedule and managed writers to produce informative B2C content.