

CHAMARRA MCCROREY

DIGITAL SPECIALIST. WRITER. 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 | Honors Program
Magna Cum Laude
Bachelor of Science Obtained in 2015

SKILLS

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

PROGRAMS

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

PROFESSIONAL EXPERIENCE

Deputy Digital Director

Office of Los Angeles Mayor Eric Garcetti

Aug 2020 - Present
Los Angeles, CA

- Develop and implement content strategy for @MayorofLA social channels.
- Write social copy that reaches 850,000+ followers across platforms.
- Design graphics and branded content using Illustrator and After Effects for @MayorofLA social channels that contribute to 900,000+ engagements per month across platforms.
- Update LAMayor.org and Coronavirus.LACity.org, high traffic websites, using HTML and oversee CMS updates.
- Collaborate with internal and external partners on marketing campaigns and design engaging content for outdoor adspace, flyers, etc. that reach 4 million+ residents.
- Perform advanced social media analytics to inform and improve content strategy.
- Film, direct, light, and edit videos with Mayor Garcetti and celebrity and non-profit partners, City Councilmembers, and more for social and news media.

Marketing and Communications Specialist

City of Santa Monica, Community and Cultural Services

Apr 2020 - Jun 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 Manager

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.