

NEVIN MCRA Y

Creative project leader with experience leading teams to create story-centered campaigns articulating brand narratives for underdog brands.

Education

Kennesaw State University | May 2018
BS, Communications & Media Studies
Kennesaw, GA

Experience

Freelance Consultant

Digital Project Leader | 2013 - Present

- Collaborated with clients to create a shared vision for content creation projects within the predefined scope, timeline, and budget to engage consumers and investors.
- Selected Clients: Emory University, Edgar Allen, Campfire Social, and GroBucket

Chick-fil-A Inc. (Contract)

Digital Consultant

Social Creative Team | 2017 - 2018

- Ideated and executed end-to-end production of monthly digital campaigns supporting 900+ social media outlets.
- Used campaigns to drive consumer behavior and expand brand awareness, garnering hundreds of thousands of social media impressions nationwide.

Digital Platforms Team | 2017

Produced a multi-principle chain-wide internal communication highlighting new digital platform

Supply Chain Distribution | 2018

Produced animated explainer video for chain-wide internal communication to reach employees of over 2,000 restaurant stores nationwide.

Velociteach

Designer | 2017

- Designed digital online training and exam prep courses in Project Management for PMP Certification Exam to visually demonstrate concepts from propriety content and the Project Management Body of Knowledge.
- Recorded podcasts, designed sets, and in studio production of promotional videos. Led the creation of digital advertisement campaigns and animations to drive sales and brand awareness.

Contact

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Community

KSU Miracle

Marketing Director | 2016 - 2017

- Rebranded organization by creating visual identity systems, modernizing logo, and designing digital assets.
- Recruited and managed social media team, event-planning team, photo & video team, and design team to create campaigns to drive fundraising and membership.
- Resulted in an fundraising increase of 300+% from the previous year by raising \$215,129 for Children's Healthcare of Atlanta.

YoungLife Ministries

Leader, Musician | 2014 - 2016

Delta Sigma Phi

Founding Member | 2014 - 2018

Mercy Hill Church

Greeter, Photographer | 2017 - 2018

Software Proficiencies

Premiere Pro, After Effects, InDesign, Illustrator, Photoshop, Lightroom, Captivate, Sketch

Skills

Project Management, Photography Production, Motion Design, Live Action Production, Post Production, Social Media Strategy, Scriptwriting, Copywriting

Hobbies

Volunteering, Playing Musical Instruments, Traveling, and Basketball