


EBONY C. MCRAE

MARKETING, ADVERTISING, & PUBLIC RELATIONS

PROFILE

A curious communications professional, culture connoisseur, and social media professional, who loves to create culturally impactful moments for humans at the intersection of culture, social media, branding, and innovation.

CONTACT

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 ebonymcrae.com

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AREAS OF EXPERTISE

- Storytelling
- strategic development
- Community building/ event
- Content creation
- Data analysis
- Community management
- Social media management

INDUSTRY SOFTWARE EXPERTISE

- GWI
- Google Suite
- Helixa
- Mintel
- Sprout Social
- Canva
- Hootsuite
- Sprinklr

CORE COMPETENCIES



LICENSES & CERTIFICATIONS

- Edge Academy Certified: Marketing Foundations | The Trade Desk | Iss. Jul. 2020
- Google Ads Display Certification | Google | Iss. Jan. 2022
- Brand Manager Pro, Campaign Manager Pro, and Community Manager Pro | Sprinklr | Iss. Jun 2022

EMPLOYMENT HISTORY

JR. CONTENT STRATEGIST

MOVERS + SHAKERS | September 2023 - present

Accounts: e.l.f. cosmetics (past: Sherwin Williams, Chime)

- Co-lead strategy research and weekly/monthly brainstorming that guide creative development
- Deliver reports that analyze performance for creative optimizations
- Own community management across TikTok gaining over 630K likes across community management comments for Q3
- Co-lead content publishing of @elfyeah TikTok channel

JR. DATA STRATEGIST

TBWA\MAL | July 2022 - September 2023

Accounts: Apple TV+ and Apple Fitness+

- Delivered data-driven insights to inform creative campaign development, strategic thinking, and social strategy for scripted programming.
- Used real-time data and social listening to monitor conversations around campaigns to inform actionable insights.
- Delivered comprehensive reports with actionable insights from analyzing platform performance and using social listening tools.

MEDIA COORDINATOR

Mekanism | January 2022 - July 2022

Accounts: Amazon, eos, StitchFix, and SVB

- Delivered weekly and monthly analytics reporting for a variety of paid campaigns.
- Conducted competitive analysis to identify white space for media planning.
- Planned, executed, and evaluated paid media campaigns according to client briefs with budgets of \$200-\$500K.

EDUCATION

SYRACUSE UNIVERSITY

M.S. in Applied Communications with a Specialization in Advertising
- December 2020

CALIFORNIA STATE UNIVERSITY LOS ANGELES

B.S. in Marketing

- December 2017