

TARREN MCCRAY

CREATIVE LEADER | BRAND & MARKETING DESIGN | EXECUTIVE COMMUNICATIONS

📍 ALEXANDRIA, VIRGINIA

✉️ TARREN.MCCRAY@GMAIL.COM

🌐 WWW.TARRENMCCRAY.COM

SUMMARY

Multidisciplinary design leader with 10+ years driving creative strategy, brand storytelling, and integrated marketing across business, public affairs, advocacy, healthcare, energy, and technology. Leads end-to-end creative execution spanning multimedia campaigns, executive communications, high-profile events, digital experiences, and political campaign creative, transforming complex ideas into compelling visual narratives.

EXPERIENCE

BRAND & CREATIVE LEAD

June 2026 – Present

Greater Washington Partnership | Washington, D.C.

- Lead creative strategy and multimedia storytelling across integrated marketing, branding, and place-based initiatives, developing compelling visual narratives that strengthen organizational communications and support high-impact campaigns, events, and executive engagement.
- Direct end-to-end creative production for digital, print, video, photography, web, and experiential assets, overseeing concept development, event collateral, content creation, production workflows, and digital asset management to ensure brand consistency and operational excellence.
- Drive cross-functional creative execution by partnering with internal stakeholders and external vendors to deliver strategic communications, manage multimedia production, and produce high-profile events through coordinated photography, videography, print, and digital experiences.

SENIOR GRAPHIC DESIGNER

January 2023 – Present

Freelance / Contract | Remote

Deliver high-impact creative solutions for government, healthcare, nonprofit, political, and corporate clients, translating complex policy, regulatory, and strategic content into clear, compelling visual communications. Partner with senior leaders and cross-functional teams to develop executive presentations, reports, event branding, advocacy campaigns, campaign mail, social media graphics, and marketing collateral that support public affairs, business development, employee engagement, political campaigns, and external outreach. Adapt seamlessly across diverse brand systems—including newly refreshed identities—while managing multiple concurrent engagements and ensuring consistency, quality, and adherence to brand standards.

NOTABLE CLIENTS: Deliver Strategies (2026), PenFed Credit Union (2026), American Nurses Association (2025), DGA Group (2025), Institute for Women's Policy Research (2024), U.S. Department of Education (2024), U.S. Chamber of Commerce (2023)

LEAD BRAND AND MARKETING DESIGNER

January 2022 – January 2023

Pyramid Analytics | Remote

- Led post-rebrand rollout by designing and building a scalable visual asset system to support growth marketing, funnel strategy, and sales enablement across a global B2B SaaS environment.
- Hired and managed freelance designers, developed brand usage guidelines, and enforced QA standards to maintain brand integrity across agencies, digital ads, trade show booths, and social media.
- Led implementation of a digital asset management (DAM) system, streamlining cross-functional access to creative assets and aligning distributed teams across product, sales, and marketing.

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DESIGN DIRECTOR

January 2021 - January 2022

Burson Global Communications | Washington D.C.

- Designed reports, infographics, and fact sheets that distilled complex scientific, financial, and policy content into accessible, high-impact visuals for public affairs, policy, and corporate communications campaigns across pharma, finance, government, and industry associations.
- Mentored junior designers and managed creative partners in the development of graphics for national campaigns and live-streamed federal initiatives, ensuring creative consistency and strategic alignment.
- Produced globally adopted design assets and multi-channel content for Fortune 100 clients, elevating brand presence and message clarity across domestic and international markets.

SENIOR GRAPHIC DESIGNER

April 2019 - March 2020

Purple Strategies | Alexandria, VA

- Produced print and digital assets for public affairs and reputation management initiatives translating complex legal, regulatory, and reputational data into clear, compelling visual narratives.
- Developed high-impact, multi-format content for Fortune 100 clients across healthcare, energy, and industrial sectors, supporting strategic communications and internal advocacy campaigns.

STRATEGIC COMMUNICATIONS CONSULTANT

April 2017 - April 2019

FTI Consulting | Washington, D.C.

- Designed visual content for crisis, corporate, and public affairs communications, including infographics, fact sheets, white papers, and executive presentations for clients in highly regulated sectors.
- Collaborated with strategists and subject-matter experts to develop messaging-aligned visuals for reputation management, regulatory response, and internal communications initiatives.
- Produced branded digital assets and marketing collateral to support multi-channel campaigns, ensuring clarity, accuracy, and consistency under tight deadlines and high-confidentiality conditions.
- Provided on-site design support for time-sensitive client engagements, translating complex, high-stakes messaging into accessible, audience-specific visual formats.

EDUCATION

BACHELOR OF ARTS, English Language & Literature

Savannah State University, 2012

SKILLS & SOFTWARE

DESIGN TOOLS:

Adobe Creative Suite:
InDesign
Illustrator
Photoshop
Microsoft 365
Figma
Canva

PRESENTATION & COMMUNICATION:

PowerPoint
KeyNote
Google Slides
Visual Storytelling
Data Visualization
Infographic Design

BRAND & MARKETING:

Brand Systems
Marketing Campaign Collateral
Event & Experiential Design and Production

STRATEGY & EXECUTION:

Art Direction
Creative Strategy