

# CHAMARRA MCCROREY

CREATIVE STRATEGY. DIGITAL COMMUNICATIONS. MARKETING.

Los Angeles, CA | Chamarra.McCrorey@gmail.com | LinkedIn: [/in/Chamarra-McCrorey](#) | [ChamarraMC.com](#)

Marketing and creative strategist with ten years of experience developing and executing comprehensive branding, advocacy, and legislative campaigns with measurable results for clients in healthcare, education, government, and nonprofit sectors.

## EXPERIENCE

- Senior Vice President** Feb 2025 - Present
- Vice President** Feb 2023 - Feb 2025
- Director** Jan 2022 - Feb 2023  
Actum, LLC Los Angeles, CA
  - Develop and execute comprehensive creative, digital, and paid media strategies with measurable objectives for advocacy and awareness campaigns, as well as clients in the education, government, healthcare, social services, and entertainment.
  - Lead multimedia advocacy campaigns targeting California legislators and a brand awareness and engagement campaign for an LA-based community clinic which garnered 10M+ impressions in the first two months, and a 2% average click-through-rate — double the healthcare industry average.
  - Support development of a brand awareness campaign for Los Angeles General Hospital, garnering 13M+ impressions.
  - Design full brand identities for clients, including logos, visual assets, brand guidelines, websites, out-of-home advertisements, social media content, and additional collateral for clients.
  - Lead client calls and internal teams to execute long-term marketing campaigns.
  - Support client event planning and community outreach efforts as well as provide in-person support at events.
- Digital Director** Nov 2021 - Jan 2022
- Deputy Digital Director** Nov 2020 - Nov 2021
- Digital Strategist** Aug 2020 - Nov 2020  
Office of Los Angeles Mayor Eric Garcetti Los Angeles, CA
  - Developed and led execution of social media strategy for @MayorofLA social channels.
  - Created and executed a branded digital COVID-19 campaign to quickly and effectively reach and inform LA residents during the height of the pandemic.
  - Oversaw digital team to develop and publish engaging and informative social media posts, reaching nearly one million monthly followers across platforms.
  - Collaborated with internal and external partners on marketing campaigns and designed engaging out-of-home advertisements, reaching 4M+ residents.
- Marketing and Communications Specialist** Apr 2020 - Aug 2020  
City of Santa Monica, Community and Cultural Services Santa Monica, CA
  - Collaborated with City departments to produce blogs, social copy, and email campaigns highlighting services for 91,000+ residents.
  - Connected hundreds of members of the public via phone and email to vital City service providers and resources during the COVID-19 pandemic.

## Press and Digital Manager Constituent Services Coordinator

Office of Philadelphia Mayor James F. Kenney

Feb 2019 – Apr 2020

Dec 2017 – Feb 2019

Philadelphia, PA

- Wrote 300+ speeches for the Mayor of Philadelphia for events, forums, and interviews, tailored to diverse audiences.
- 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.
- 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.

## EDUCATION

Temple University, Philadelphia, PA

B.S. English Education, Creative Writing Concentration

Magna Cum Laude, Honors Program, Dean's List

## BOARD APPOINTMENTS

### Board Member

Jan 2024 - Present

Ready to Launch

- Fundraised to support organization's mission and raised over \$2,500 in first year as volunteer.
- Participate in workshops to share my personal experiences as a government employee with fellows.
- Mentor Ready to Launch fellows, help organize events, and advocate on behalf of the organization.

### Board Member

September 2025 - Present

LA Commons

## SKILLS

Brand Development | Graphic Design | Website Development | Creative Strategy and Content Creation | Digital Marketing | Paid Media Strategy | Social Media Management | Project Management | Creative Writing | Speech Writing | Copywriting

## PROGRAMS

Microsoft Office | Google Suite | Google Analytics | Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro, After Effects) | Canva | Website Development Tools (WordPress, Elementor, Wix, Squarespace) | CRM Tools (Mailchimp, Constant Contact) | Social Listening Tools (TalkWalker)