

# Douglas Cramer

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## Profile

Project leader skilled at achieving strategic goals for businesses, corporations and non-profit organizations. Writer, editor and designer with over 15 years of experience creating content and directly supporting academics, CEOs, educators, engineers, executives, owners and subject matter experts. Technology specialist experienced with complex enterprise software systems. Adaptable and detail-oriented professional who excels at collaboration and serving clients, customers and staff.

## Core Skills

- Content Development and Strategic Communications (including internal communications and scheduling)
- Copy Writing, Editing and Publishing
- Marketing Campaign Management
- Project Administration and Management
- Website Design and Management (including content curation and taxonomy)

## Additional Skills

- Artificial Intelligence (AI) Implementation and Workflow Design
- Analysis of Financial Reports, Government Policy, Research and Technology
- Budget Management and Reporting
- Business Administration and Development
- Client and Customer Service
- Dashboard, Documentation and Report Design (including analytics, metrics and technical reports)
- Database Management and Support (including Customer Relationship Management systems)
- Email Administration and Marketing
- Event Coordination and Marketing
- Executive and Board of Directors Support
- Graphic and Image Design
- Health and Safety Educational Product Development
- Newsletter Design and Management
- Office Administration
- Social Media Platform Management (including LinkedIn, Meta and YouTube)
- Team and Subject Matter Expert Collaboration
- Team Leadership and Training

## Software Expertise

- **CMS:** Drupal, Elementor, Wix, WordPress
- **CRM:** HubSpot, Mailchimp, Salesforce
- **Design:** Adobe Creative Suite, Adobe Photoshop, Canva, Figma, PlayPlay
- **Events:** Google Meet, Livestorm, Microsoft Teams, Webex, Zoom
- **Microsoft:** 365, Excel, Outlook, SharePoint, Teams, Word
- **Productivity:** Asana, Basecamp, ChatGPT, Google Analytics, Google Workspace, Notion
- **Social:** Hootsuite, LinkedIn, Meta, Slack, YouTube

## Education

1991 **Wilderness Skills Certification**, National Outdoor Leadership School (NOLS), Lander, WY  
1990 **Bachelor of Arts** (English major), Rutgers University, New Brunswick, NJ

## Work Experience

Jan 2024–current **Freelance Communications Consultant**, Douglas Cramer Creative, Santa Fe, NM  
Sep 2021–Aug 2023 **Content Lead**, Orange Silicon Valley, San Francisco, CA  
Jan 2018–Aug 2021 **Freelance Communications Consultant**, Douglas Cramer Creative, Renton, WA  
Sep 2007–Feb 2017 **Director of Online Communications**, Antiochian Archdiocese of North America, Englewood, NJ