

Douglas Cramer

Communications Specialist

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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

Work Experience

Freelance Communications Consultant, Douglas Cramer Creative, Santa Fe, NM; Jan 2018–Aug 2021, Jan 2024–current

- Providing expert editorial and technology consulting services, Douglas Cramer Creative specializes in serving businesses and nonprofits in need of advanced skills to complete complex communications projects
- Copywriting and content creation for clients across a range of industries including e-commerce, education, health care, legal, real estate, technology and travel
- Writing and editing articles, blog posts, business correspondence, marketing copy, online courses, reports, scientific studies, website content and more for agencies and clients
- Design and management for websites, social media platforms, email marketing and promotional campaigns

Content Lead, Orange Silicon Valley, San Francisco, CA; Sep 2021–Aug 2023

- Led sensitive communications projects for American innovation hub of global telecom operator Orange, serving 300 million customers in 26 countries
- Analyzed emerging technologies and areas of focus critical to global telecommunications success for Paris-based CEO, executives and senior staff
- Collaborated with diverse teams of executives and subject matter experts to implement strategic plans

- Planned, developed and published content across public and confidential channels including websites; social and video platforms; digital and print newsletters; and in-depth business analysis and long-form written reports
- Produced and published weekly *Decoder* internal business intelligence newsletter for 5000+ global readers, providing strategic insights on AI, cybersecurity, data centers, networking, satellites, sustainability and other key sectors
- Planned, promoted and managed hybrid and virtual events for engineers, executives and industry leaders

Director of Online Communications, Antiochian Archdiocese of North America, Englewood, NJ; Sep 2007–Feb 2017

- Managed communications policies, projects and staff for international organization with 250 churches, 100-room conference center and headquarters
- Hired, trained and directed remote team of staff and volunteers; recognized by Board of Directors for leadership excellence while remaining within budget and implementing best practices
- Coordinated media coverage of people and events; wrote and edited articles, fundraising appeals, press releases, promotional material, executive reports and more
- Designed architecture, features and graphics for websites and social media platforms; directed major projects to ensure site usability, performance and security, including multi-year redesigns and upgrades
- Developed over 25,000 pages of content and tripled site audience; developed successful strategies with leadership for community development, event management, fundraising, product promotion and other key online priorities

Early Career Highlights

4 years in **magazine publishing and radio**, as editor for a regional monthly magazine, as managing editor for a quarterly journal and as staff writer for national broadcasts and student curriculum.

3 years in **market research and analysis**, as product development manager for health and safety educational products.

3 years in **corporate information technology**, leading enterprise hardware support projects and staff.

4 years in **retail management**, leading sales operations and staff.

Education and Training

Bachelor of Arts (English major), Rutgers University, New Brunswick, NJ; 1990

Wilderness Skills Certification, National Outdoor Leadership School (NOLS), Lander, WY; 1991

Content Management System (CMS) professional development training, conferences and seminars; 2008–2023

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

Professional Honors

Awarded 2023 Orange Silicon Valley prize for generative AI proof-of-concept demonstration, “showcasing a clear target audience and an inventive and impactful use-case for the Orange Group.”

Selected as delegate by the Antiochian Archdiocese of North America to the 2014 Unity Conference at Balamand University in Lebanon, a multi-lingual global event addressing community needs and refugee support.

Testimonials

“Doug is a diligent and creative writer and editor. A champion and early adopter of generative AI, he is well-equipped to adapt to any workflow. Forward-thinking, reliable and dedicated to his projects, he'd be an asset to any team.” – *Naomi Hart, VP of Marketing and Communications, Orange Silicon Valley*

“As a supervisor, Doug was always a clear communicator, responsive and helpful. He was an eager teacher, a creative problem solver and was always willing to consider alternate perspectives and new ideas. His oversight of our team and grasp of scheduling, administration and stakeholder communication enabled us to focus on efficient and high-quality work without distractions.” – *Andrew Frishman, Editor, Antiochian Archdiocese of North America*