

Douglas Cramer

Communications & Content Director
douglascramer@live.com

Denver, CO
(917) 273-5387

douglascramer.com
linkedin.com/in/douglas-alan-cramer

Profile

Communications leader seeking to excel with civic-minded and innovative organization. Content creator, designer, editor, and writer with extensive skills in project management and technology. Experienced director and manager adept at work requiring social intelligence, complex critical thinking, and creative problem-solving. Adaptable, detail-oriented, and self-motivated worker skilled at achieving goals and implementing strategic plans. Fast learner focused on successful collaboration and building positive relationships with clients, customers, and colleagues.

Skills

AI Implementation & Workflow
Analytics & Metrics
Article & Copy Writing
Budget Management & Reporting
Community Building & Outreach
Copy Editing & Proofreading
Event Direction & Promotion
Image Design & Management

Marketing & Public Relations Writing
Project Management
Promotional Campaign Direction
Social Media Management
Team Leadership & Training
Technology Research & Development
Website UI, UX & Content Creation

Technologies

Adobe: Firefly, Photoshop

AI: ChatGPT, DALL-E, Midjourney

CMS: Drupal, Elementor, WordPress

CRM: Hubspot, Salesforce

Events: Livestorm, Teams, Zoom

Microsoft: Excel, Outlook, PowerPoint, Word

Projects: Asana, Basecamp

Social: LinkedIn, Meta, YouTube

Telecom: Cloud, Cybersecurity, Networking, Satellites

XR: Apple Vision Pro, Meta Quest

Work Experience

Content Lead, Orange Silicon Valley | San Francisco, CA; Sep 2021 to 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 experts to develop and 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 reports.
- Produced and published weekly Decoder internal business intelligence newsletter for 5000+ global readers, providing strategic insights on AI, cybersecurity, data centers, satellites, sustainability, and other key sectors.
- Planned, promoted, and managed virtual events for engineers, executives, and industry thought leaders.

Freelance Writer/Editor/Designer, Douglas Cramer Creative | Renton, WA; Jan 2018 to Aug 2021

- Wrote and edited articles, marketing copy, reports, scientific studies, and more for agencies and clients.
- Created content for websites and social media platforms; designed promotional graphics and brand images.
- Completed communications projects in fields including academics, counseling, e-commerce, real estate, and travel.

Director of Online Communications, Antiochian Archdiocese of North America | Englewood, NJ; Sep 2007 to 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.

Education and Training

Rutgers University | New Brunswick, NJ; 1990

B.A. English. Studies in anthropology, history, journalism, philosophy, and physics.

National Outdoor Leadership School | Lander, WY; 1991

First aid, mountaineering, natural history, navigation, rescue, and teamwork training.

CMS professional training | Conferences & Seminars; 2008 to 2023

Accelerated courses on content management systems at industry events.

AI professional training | Udemy; 2023

20-hour certification program on state-of-the-art generative artificial intelligence tools.

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.

Early Career Highlights

Three years in magazine publishing and radio, as managing editor for a quarterly journal and as staff writer for national broadcasts and student curriculum. Three years in market research and analysis, as product development manager for health and safety educational products. Three years in corporate information technology, leading projects and staff. Four years in retail management, leading sales operations and staff.

Summary of Accomplishments

- 20 years of creative communications leadership experience for international businesses and non-profits.
- 10 years of executive experience as a department chair for the North American branch of a global organization.
- 15 years of experience managing and reporting on finances for projects with budgets over \$500,000.
- Published author with hundreds of articles completed for print and online publications.
- Participant in over 70 professional conferences, exhibitions, and leadership events as an exhibitor, organizer, presenter, and researcher.
- Advanced training in and knowledge of technology applications and systems critical for business, communications, and organizational success.

Testimonials

“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*

“Doug was invaluable in helping onboard our two interns and in supporting them in their new roles, proactively ensuring there was no gap when we lost a key team member. He is always available to work with others and can work on several projects at the same time, regardless of competing deadlines.” – *Jaline Davidson, VP of Marketing & US East Coast Business Development, Orange Silicon Valley*

“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 & Communications, Orange Silicon Valley*