

Zeyad Maasarani

Award-winning communicator whose life's purpose is to inspire people and make the world a better place. Proven track record of creating strategic communications plans that deliver desired outcomes.

RELEVANT EXPERIENCE

Senior Communications & Brand Specialist — *Boeing*

JUL 2017- PRESENT

Crafts Boeing's services story, helping protect the brand, create excitement, win media mindshare, and shape the market for some of the company's biggest growth levers.

Communications Manager — *CDG, a Boeing Company*

APR 2013 - JUL 2017

Boosted employee engagement and transformed global culture as employee communications leader. Managed company's digital marketing touchpoints.

Corp. Communications Specialist — *CDG, a Boeing Company*

APR 2011 - APR 2013

Crafted digital content and empowered managers with tools to promote brand, improve employee engagement and align global team with business strategy.

Communications Specialist — *IR USA*

OCT 2008 - APR 2011

Responsible for growing organization's online reach, helping boost online fundraising from \$5M to \$25M during economic downturn. Pivotal member of a collaborative, cross-functional, in-house marketing and communications team, serving as creative director, direct response copywriter, field reporter, and project manager.

Reporter — *InFocus News*

MAY 2007 - AUG 2009

Multimedia journalist who was consistently assigned high-profile, time-sensitive feature stories. Referred to as "top reporter" and "best story-teller" by editors.

EDUCATION

Master, Communication Management — *USC*

Bachelor, Literary Journalism — *UC Irvine*

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PROFESSIONAL PASSIONS

strategic communications

digital storytelling

creative writing

content strategy

media relations

content creation

visual design

SOFTWARE PROFICIENCIES

adobe creative suite

microsoft office

g-suite

sharepoint

wordpress

AWARDS

**Presidential Academic
Fitness Award**

U.S. President Bill Clinton

**California Governor's
Scholarship Award**

Gov. Arnold Schwarzenegger

Service Excellence Award

Boeing Global Services CEO,
Stan Deal

LANGUAGES

spanish

html