

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 and executing 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, ignite audience engagement, 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