

Zeyad Maasarani

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

RELEVANT EXPERIENCE

Senior Communications & Brand Specialist — Boeing

AUG 2021- PRESENT

Boeing's SATCOM tech storyteller and space evangelist, crafting textured stories to engage key audiences, win media mindshare, shape market conversation, and promote preference for our technology.

JUL 2017- AUG 2021

Reimagined Boeing's services narrative to engage audiences in a crowded media landscape, telling technology focused stories that revitalized the brand, won media mindshare, and grew the business.

Communications Manager — CDG, a Boeing Company

APR 2013 - JUL 2017

Markedly boosted employee engagement across various metrics as a change evangelist and culture shaper, enabling business success during a transformative period for the rapidly growing global organization.

APR 2011 - APR 2013

Devised internal comms strategy, developed digital channels, and created engaging content as company's first internal comms leader.

Communications Specialist — Islamic Relief USA

OCT 2008 - APR 2011

Digital content strategist who grew organization's digital reach, boosting online fundraising from \$5M to \$25M during economic downturn.

Reporter — InFocus News

MAY 2007 - AUG 2009

Multimedia journalist responsible for publication's most high-profile feature stories. Dubbed "top reporter" and "best storyteller" by editors.

EDUCATION

Master's, Communication Management — USC

Bachelor's, Literary Journalism — UC Irvine

+1.562.353.7992

hello@zeyadm.com



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

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