

Zeyad Maasarani

Dynamic communications strategist and leader of high-performing teams, driving measurable results and elevating brand narratives through innovative campaigns. Recognized for delivering impactful media strategies, crisis management, and thought leadership initiatives that protect the brand and boost reach with target audiences.

RELEVANT EXPERIENCE

Team Leader, Communications — *Boeing Space Mission Systems*

FEB 2023- PRESENT

Leads and mentors a high-performing 360 communications team, driving strategic messaging and brand positioning for Boeing's national security space division. Fosters a culture of collaboration, accountability, and innovation that has delivered millions of dollars worth of PR value, with more than 150% increase (YoY) in impressions and 90% increase in engagement across digital channels.

Develops and manages execution of external communication strategies that support Boeing's goals in the space and defense sectors. Aligns messaging across digital, social, and traditional media channels to reinforce Boeing's brand and our executives' thought leadership.

Designs thoughtful messaging strategies that target key industry decision makers, employees, and wider industry audiences, ensuring cohesive storytelling across platforms. Player coach who creates long-form content, speeches, social media posts, and internal communication materials that support our corporate narrative.

Guides executives in media preparation, crafting messaging for public engagements and high-stakes interviews.

Established and tracked key performance indicators to measure campaign success, adjusting tactics as needed.

Sr. Communications & Brand Specialist (L5) — *Boeing Space & Launch*

AUG 2021- FEB 2023

Satellite program communications leader, developing and executing communications strategy while providing direct strategic counsel to senior executives, crafting speeches, op-eds, and internal messaging that strengthened leadership visibility and alignment with corporate goals.

Launched integrated communications initiatives supporting major product announcements, including Wideband Global SATCOM-11, Protected Tactical SATCOM and O3b mPOWER, driving earned media coverage across top-tier trade publications, including *AvWeek*, *SpaceNews*, *DefenseNews*, and *Breaking Defense*.

Built and maintained relationships with trade publications, industry influencers, and media organizations, enhancing Boeing's public image and brand equity. Conducted regular outreach to ensure alignment with business priorities and cultivate positive media relationships.

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PROFESSIONAL PASSIONS

strategic communications

media relations

crisis communications

data-driven decision making

employee engagement

cross-functional collaboration

multi-cultural competency

SOFTWARE PROFICIENCIES

adobe creative suite

microsoft office

g-suite

chat gpt, gemini

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

Sr. Communications & Brand Specialist (L3-4) — Boeing Global Services

JUL 2017- AUG 2021

Developed and executed communication strategies during product announcements (737-800BCF) and sensitive, high-visibility crises.

Led integrated communication efforts for Boeing's services portfolio, crafting campaigns that aligned with company goals and maintained brand consistency. Worked cross-functionally to ensure that messaging supported overarching business objectives and policy.

Crafted executive content for high-stakes engagements, advising on message framing and strategic positioning to enhance executive presence.

Implemented metrics to gauge content effectiveness, making continuous adjustments to enhance strategic impact and relevance across channels.

Communications Manager — CDG, a Boeing Company

APR 2013 - JUL 2017

Crafted executive communications and digital strategies that aligned with the company's overarching mission, enhancing internal cohesion and organizational performance by increasing employee satisfaction scores by 250% over 3 years.

Developed and managed executive communication strategies, aligning messages with organizational objectives and ensuring consistent voice across multiple channels.

Enhanced employee communications, driving engagement through innovative strategies that underscored Boeing's customer-focused, global culture.

Corp Communications Specialist — CDG, a Boeing Company

APR 2011 - APR 2013

Communications Specialist — Islamic Relief USA

OCT 2008 - APR 2011

Reporter — InFocus News

MAY 2007 - AUG 2009

EDUCATION

Master's, Communication Management — USC

Bachelor's, Literary Journalism — UC Irvine