



BROCK CRAVY

DIGITAL EXECUTIVE PRODUCER

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 brockcravy@gmail.com

 Texas

Visionary producer with extensive experience in digital strategy, multimedia production, and project management. Proven ability to manage high-impact campaigns and deliver content tailored to global audiences. Adept at fostering cross-functional collaborations and driving innovative solutions

Portfolio and work samples available at: brockcravy.com

DIGITAL DIRECTOR | 2024 - Present

Maryland Democratic Party

The official arm of the Democratic Party in Maryland, supporting statewide and national campaigns.

- Achieved record-breaking digital fundraising, contributing to the successful election of statewide candidates, including a highly contested senate campaign.
- Coordinated with the Governor's Office and national senatorial committees to execute cross-functional, integrated strategies across digital and social platforms.
- Produced multimedia content that enhanced voter engagement and strengthened the party's online presence, driving measurable increases in campaign visibility.

EXECUTIVE PRODUCER | 2022 - 2024

Various Film and Streaming Projects

Achieved success in the global marketing of film projects through prestigious festivals across Europe, Asia, North and South America. Secured distribution deals on platforms such as Amazon Prime, Apple TV, Tubi, and HereTV, earning over 40 awards for achievements.

PRODUCER, STRATEGIC INITIATIVES | 2018 - 2022

Out for Undergrad (O4U)

Emerging tech nonprofit connecting high-achieving undergraduates with leading corporations.

- Produced multimedia projects and national campaigns, collaborating with corporate partners like Meta, SpaceX, and BlackRock.
- Created content and thought leadership materials that increased organizational visibility and engagement in tech, digital, engineering, and financial sectors.
- Demonstrated how workforce diversification contributed to a 3-5% increase in profitability, leveraging data-driven insights to highlight the business case for inclusive practices.

SENIOR PRODUCER | 2016-2018

MLab at Cendera Funding, Inc.

An in-house marketing agency, delivering digital campaigns to support home financing solutions nationwide.

- Led a team of copywriters, videographers, graphic designers, and marketing coordinators to produce national campaigns for mortgage lenders.
- Increased web traffic by 500% and generated over a million social media engagements in the first year through innovative marketing strategies and multimedia production.
- Directed cross-functional teams in producing engaging content for diverse markets, ensuring cultural and linguistic alignment.

MULTIMEDIA PRODUCER | 2013-2016

ACPA College Student Educators International

Focused on student service professionals, ACPA advances higher education through influential scholarship, reflective practice, and equitable, inclusive learning environments.

- Conceptualized and launched ACPA Media, producing over 200 videos, including Compliance U, a training series focused on Title IX compliance and higher education governance.
- Partnered with university leaders to develop innovative resources advancing organizational initiatives.
- Directed videography and photography for North American conferences and summits, delivering high-quality visual content to document and promote key events.

CORE COMPETENCIES

- Driving Localization and Global Campaign Management.
- Cross-Functional Team Leadership
- International Marketing Strategies
- Data Analysis and Quality Assurance
- Multimedia Production and Storytelling
- Leveraging AI Platforms for Workflow Optimization
- Building and Maintaining Client and Partner Relationships

PORTFOLIO HIGHLIGHTS

- **Localized Political Campaigns:** Multilingual content, including impactful video assets for Mike Collier, Democratic Nominee for Lt. Governor of Texas; Secretary Julián Castro's presidential campaign; and Governor Wes Moore and Senator Angela Alsobrooks of Maryland.
- **Thought Leadership Interviews:** Interviews with executives at Meta, BlackRock, and other major corporations to highlight the LGBTQ+ gap in Fortune 500 companies.
- **National Commercial Projects:** Impactful national commercial campaigns, managing casting, storyboarding, and location filming to align brand values with audience needs.

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