



CONTACT

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MEMBERSHIPS

- American Marketing Association
- American Communication Association
- American Institute of Graphic Arts

CERTIFICATIONS

- **Marketing & Brand Management**
George Washington University
- **Professional Marketer**
American Marketing Association
- **Velo Developer**
WIX Learning Academy
- **Web Design & Graphic Design**
Adobe Digital Learning Services

AREAS OF EXPERTISE

- Integrated Marketing Communications
- Brand Identity & Positioning
- Public Relations & Media Relations
- Corporate & Internal Communications
- Content & Editorial Strategy
- Digital & Social Media Strategy
- Paid Media & Campaign Management
- Stakeholder Engagement
- Event Planning & Marketing
- Data Analytics & Reporting
- Budget Management
- Team Leadership

CRAIG BALLARD

MARKETING AND COMMUNICATIONS PROFESSIONAL

Objective — Results-driven marketing and communications leader with **15+ years** building brands, generating demand, and delivering measurable ROI, seeking a role where I can build and lead an integrated marketing function that turns brand visibility into pipeline and revenue.

Senior marketing and communications leader with **15+ years** shaping brand narrative and driving growth across property, media, and agency environments. Combines **integrated marketing communications, public relations, and content strategy** with data to deliver measurable results — **18% traffic growth, 35% engagement lifts**, and **20–25% ROI gains** — while leading teams and managing **\$500K+ budgets** across B2B and B2C audiences.

WORK EXPERIENCE

Marketing, Design & Communications Consultant Oct 2025 – Present
Fiverr & Upwork — Remote

- Provide marketing, design, and communications services to small-business and e-commerce clients, maintaining top client ratings and repeat engagements.
- For an e-commerce retail client, ran the e-commerce and paid-media program — optimizing the online store, paid search, and paid social with data-driven attribution — lifting online revenue **~23%** and lowering cost per acquisition.
- Produce and edit **brand videos, product demos, and social video**, and design on-brand collateral and product graphics.
- Develop brand messaging, copywriting, and email automation that strengthened the brand voice and grew repeat orders and conversions.

Director of Marketing Nov 2024 – Oct 2025
Trademark Property Company — Annapolis, MD

- Executed marketing strategies driving an **18% YoY increase in property traffic** and **35% rise in social engagement** at Annapolis Town Center.
- Increased merchant sales **12%** and customer satisfaction **20%** through events, digital content, and strong tenant partnerships.
- Managed annual budgets over **\$500K**, secured **\$150K** in sponsorships, and exceeded target ROI by **25%**.
- Directed brand messaging and communications across corporate and development teams, strengthening regional and national recognition.
- Planned, executed, and marketed signature **events at Annapolis Town Center** that improved tenant collaboration **30%** and community engagement **40%**.

Director, Marketing & Communications Oct 2020 – Oct 2024
Colour Urbanus — Marketing & Communications Agency · Columbia, MD

- Directed full-service creative marketing and communications for a portfolio of B2B and B2C clients — spanning **digital marketing, public relations, brand identity, graphic design, and video** — growing client brand awareness up to **25%**.
- Served as clients' strategic marketing partner, built and led a **team of five**, and delivered integrated cross-channel campaigns that lifted client audience engagement **30%**.
- Improved client ROI **20%** using analytics to guide strategy, media mix, and creative optimization across each account.
- Expanded client reach into new target markets and strengthened retention through consistent brand storytelling and earned media.

TECHNICAL SKILLS

WEB DESIGN & DEVELOPMENT

HTML5, JavaScript, WordPress, Wix, Squarespace, Drupal, Joomla, Dreamweaver, Figma

SOCIAL & CONTENT

Facebook, Instagram, LinkedIn, TikTok, YouTube, Meta, HubSpot, Hootsuite, SOCl, Later

MARKETING & SEO

Google Ads, SEMrush, GA4, Ahrefs, Broadstreet, Kevel, CoStar, LoopNet

EMAIL & AUTOMATION

Marketo, MailChimp, Constant Contact, Zapier

GRAPHICS & VIDEO

Photoshop, Illustrator, InDesign, Canva, Final Cut Pro, Premiere, PowerDirector

ANALYTICS & REPORTING

Tableau, Power BI, Looker Studio, Google Analytics

CRM & BUSINESS SYSTEMS

Salesforce, MS Dynamics, RealPage, Odoo, Airtable, Monday, Smartsheet

PRODUCTIVITY

Google Workspace, Microsoft Office

AI TOOLS

ChatGPT, Claude, Gemini, Adobe Firefly, Midjourney

E-COMMERCE

Shopify, WooCommerce, Magento, Odoo

References available upon request.

CRAIG BALLARD

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WORK EXPERIENCE (CONT.)

Marketing Manager

Oct 2015 – Sep 2020

Chesapeake Systems — Hanover, MD

- Developed **B2B marketing strategies** that increased qualified leads and strengthened manufacturer–dealer relationships.
- Managed product launches and sales collateral that boosted visibility and drove **double-digit revenue growth**.
- Led trade show planning, demos, and dealer events to enhance brand presence and generate partnerships.
- Coordinated product trainings for reps and dealers, and streamlined communication to shorten the sales cycle.

Associate Producer & Production Marketing Manager

6/2010 – 10/2015

Viacom — Washington, DC

- Produced and edited **video, promos, and on-air segments** for a local network subsidiary, managing shoots from concept through final cut.
- Led marketing and communications campaigns across **video, digital, and social** for multiple productions, delivering **100% on time**.
- Created digital and social assets that increased engagement **25%** and boosted audience retention.

Brand & Communications Strategist

Nov 2006 – Jun 2010

Douglas Development Corporation — Washington, DC

- Developed targeted marketing strategies that supported leasing efforts and elevated property visibility across key markets.
- Created branding materials, presentations, and digital assets to showcase commercial properties and attract tenants.
- Managed website updates, property listings, and online channels to improve lead generation and engagement.
- Collaborated with leasing teams and brokers to streamline communication and strengthen tenant outreach.

VOLUNTEER EXPERIENCE

Public Relations Volunteer

2002 – Present

Habitat for Humanity — Memphis, TN & Columbia, MD

- Support media and communications efforts to raise awareness of Habitat's mission and local projects.
- Draft press releases, social posts, and outreach materials promoting fundraising events and volunteer opportunities.
- Build relationships with sponsors, media outlets, and community partners to enhance visibility and donor engagement.

Community Relations Chair

2004 – 2005

MPact Memphis — Memphis, TN

- Spearheaded community engagement initiatives strengthening ties with local nonprofits, businesses, and civic groups.
- Organized volunteer events and revitalization projects that grew member participation and community visibility.

EDUCATION

M.S., Strategic Marketing Communications (Candidate)

Fordham University — Online Graduate Studies

B.A., English w/ Communications Concentration

University of Maryland Eastern Shore · **Minor: Graphic Design**