

# LAYLA MASRI

Greater Metro DC/Northern VA

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## STRATEGIC MARKETING AND DIGITAL INNOVATION DELIVERED

Whether launching a Fortune 500 corporate innovation center or growing a seven-figure digital marketing agency from the ground up, Layla delivers high-impact communications results with over two decades of innovation for commercial, federal, health, non-profit, social programs, education, and environmental organizations and their missions.

Layla is a highly audience-centric multi-channel marcom executive, well-versed in cross-channel branding, enterprise web and app development, marketing, innovative brand storytelling, dynamic interactivity, and compelling campaigns across traditional and digital media. With her unique background as a digital agency owner and advertising executive, Layla's special sauce is the ability to leverage technical insight and marketing prowess to deliver success for public- and private-sector clients and missions.

### Expertise in:

- Art Direction
- Branding & Communications
- Audience Analysis & Engagement Strategy
- Capture & Revenue Generation
- Traditional & Digital Communications Outreach
- Content Strategy & Development
- Creative Campaign Development
- Cross-Platform MarCom Strategy
- Customer Experience (CX)
- Design Thinking
- Digital Interaction & Outreach Strategy
- Executive Briefings
- Modern AI Technology (ML, NLP, Digital Twins)
- Human-Centered Design
- Integrated Communications (Digital, In-Person, Event)
- Multimedia and Interactive Design
- Operations & Account Management
- Stakeholder Engagement
- Strategic Communication Planning
- Turnkey Web and App Development
- UX/UI Strategy
- Writing/Editing

## PROFESSIONAL EXPERIENCE

### ***Booz Allen Hamilton, Creative Director and Chief Marketing Officer, Health AI***

*April 2024 to present*

Serves as chief marketing officer for Booz Allen's Health AI team, overseeing all branding, marketing, messaging, and storytelling efforts to elevate the team's accomplishments within the firm and assist with demand generation and business capture efforts for public health initiatives.

- Oversees the creation and implementation of new Health AI branding system and campaigns across all communications touchpoints to elevate consistent voice and compelling storytelling
  - Deploys streamlined processes and brand framework to more effectively showcase impact to leadership and client decision-makers
  - Ensures that technically complex AI messaging, use cases, and tools – including supply chain data viz and AI-powered dashboards – are visually appealing, intuitive, and engaging
  - Develops and delivers governance and brand management strategy for consistent vision and usage across diverse FDA contract vehicles
- Serves as UX lead client-side at FDA's OSCR (Office of Supply Chain Resiliency) to champion user adoption of AI digital and web products and tools focused on disaster management (avoiding the medical device supply chain issues experienced during COVID-19 pandemic)
  - Ensures all products and tools in development are implemented with UX best practices to optimize the efficacy of their real-world decision-making insights that protect the safety of the US public
  - Works closely with product managers to ensure FDA adoption by optimizing user interface design, accessibility/usability features, and human-centered design
  - Leads team of UX/UI designers who develop strategy, art direction, digital, and creative assets to improve the usability of new and existing products
  - Creates clear and consistent presentations for senior leaders within FDA and HHS
- Supports leadership in validating and winning new business, including the creation of:
  - Growth strategy workshop and ongoing senior leadership workgroup
  - KPIs and client leadership reports to highlight key successes and metrics
  - Asset repository to consolidate existing and new Health AI marketing tools (decks, slick sheets, reports, proposal responses, white papers, etc) as dynamic and customizable resources in a single grab-and-go location
  - Standardized UX proposal materials to win new business and grow UX book of work

***Booz Allen Hamilton, Creative Director, The Helix Center for Innovation***

*June 2021 to April 2024*

<http://boozallen.com/thehelix>

Drove the creative, marketing, branding, and communications effort to envision and launch a high-profile, full redevelopment and rebranding of the flagship Booz Allen Center for Innovation, The Helix. Leveraged background in education, museum, and interactive development to lead the creation of both physical and digital interactive tech demos and experiences, as well as comprehensive CX, brand persona creation, and integrated marketing campaigns.

Worked directly with CEO and executive leaders to execute their vision to completely reimagine the prior space into a new technology showcase of the firm's expertise and success stories to government and civil clients to strengthen the Booz Allen brand, build business, and enhance customer relationships.

In the 16 months since opening, The Helix has supported a billion-dollar+ pipeline of capture opportunities, hosted over 500 bespoke meetings, tours, and events, and convened over 12,000 guests from over 100 unique government agencies and organizations (ranging from Fortune 500 CEOs and Pulitzer Prize winners to astronauts and Congressional staff).

### **Strategic Planning and Customer Experience Design**

- Oversaw the strategy and design phase of the new innovation center from the ground up, including physical space construction, as well as the ideation, and development of interactive activations/hands-on digital demos for the 10,000 sq ft storytelling space
- Managed cross-functional teams of architects, interior designers, lighting, A/V teams, videographers, and interactive consultants, as well as internal teams of customer experience experts, graphic designers, web/interactive developers, programmers, copywriters, and marketers
- Directed the creation of flagship multimedia experiential case studies, including a 25 ft mural with augmented reality touchpoints, an interactive digital twin of the Helix space, bespoke Oculus demos, and an immersive story-driven military mission demo using a customized Boston Dynamics Spot® robot dog
- Led the development of dynamic, interactive storytelling to strategically engage key audiences and promote the firm's status as a trusted advisor
- Ensured that Booz Allen's status as the top provider of AI to the federal government was front and center in the creation of a special AI Adoption Studio within The Helix

### **Creative and Brand Direction**

- Oversaw the creation of entirely new branding and thematic vision across physical and digital environments, including name, logo, color palette, brand voice, copywriting, and marketing materials
- Drove the creation of highly customized service design blueprints, content mapping, journey mapping, and the creation of curated tours and experiences
- Led the use of proven human-centered design in the flow of the physical space to accommodate diverse use cases and events
- Designed and developed interactive exhibits and web activations to bring Booz Allen's mission success to life, and created specialized scripts and talking points for tour docents
- Prototyped and user-tested with clients and internal stakeholders
- Developed KPIs, performance analytics metrics, and measurement standards
- Ensured alignment with existing internal systems, such as CRM tools and data flow

- Oversaw the development of a full suite of internal and external ribbon-cutting and media events, as well as ongoing corporate communications that promote The Helix as an invaluable business development resource across the organization

### **Leadership and Management**

- Managed a portfolio of products that include a full suite of storytelling demos, activations, immersive AR/VR experiences, games, digital products, CX experience strategy, and visual strategy
- Developed the turn-key innovation center launch plan, including digital, in-person and event planning
- Delivered regular briefings and presentations to the office of the CEO and CTO
- Oversaw vendor RFP creation, vendor selection, and contracting for surge creative support
- Recognized and solved operations pain points, including the creation of a comprehensive Event Planning Lookbook to drastically reduce event planning time and optimize the use of The Helix's rich A/V resources to deliver more unique experiences
- Budget planning and staff allocation
- Built and managed essential relationships with corporate affairs and marketing teams, as well as senior leadership and the office of the CEO and CTO
- Developed critical technology security and preparation protocols to support a vast amount of tech tools and hardware
- Built cross-functional teams of designers, UI/UX specialists, marketers, data analysts, and subject matter experts across a broad spectrum of Booz Allen capabilities

### ***Yes&, VP of Digital Innovation***

*March 2020 to February 2021*

Delivered digital and customer experience strategy for the DC area's largest marketing agency, overseeing an integrated marketing team of advertising, UX, content marketing, designer, and web developer talent. Provided insight on running and growing a creative, digital-first business for the agency owners and exec team, and advanced all digital innovation / future-forward thinking at the agency from concept to completion.

**Developed new Virtual Events business vertical:** Led quick response to COVID-19 to pivot the agency's in-person events team to creative virtual events production in less than 30 days. Built complete business plan and levels of services, assessed over two dozen software platforms, managed the creation of agency inbound marketing campaign, served as subject matter expert speaker on nearly a dozen non-profit B2B panels, and drove new business with qualified leads from over 150 associations and non-profits.

**Nurtured new business opportunities and markets:** Identified strategic opportunities to grow client accounts' digital footprint and sophistication, as well as created staffing, investment, and resourcing plans for expanding the digital team to deliver more robust web development and digital content marketing, resulting in a proposal win rate of 75%. Oversaw the work of digital

marketers to strategize and review data, A/B testing, and research results to identify opportunities to better attract and nurture target audiences.

**Developed digital asset strategic plan:** Implemented a company-wide master plan for a centralized, organized, secure repository of all client and internal agency digital assets to improve storytelling and new business response capabilities.

**Created consistent, cross-channel communications strategy:** Developed agency-wide, digital-first approach to ensure consistent brand messaging and lead generation tactics across the full spectrum of print, video, interactive, digital, and media relations.

Other duties and achievements:

- Expanded digital marketing capabilities and communications outreach for paid and organic social, with a focus on audience nurturing, marketing funnels, and analytics
- Actively mentored junior staffers
- Managed teams of external consultants, ranging from hosting companies and CRM vendors to SEO consultants
- Nurtured and significantly expanded the agency's social media presence, followers, and audience engagement

### ***Bean Creative, CEO***

*1997 to February 2020*

Head of one of the DC area's first digital agencies with 7-figure revenues based on a proven track record of web, app, and mobile marketing innovations for non-profit, health, government, education, entertainment, and Fortune 500 level clients. Managed relationships and digital strategic planning for 300+ clients driving business growth of 15% year-over-year.

**Corporate / Strategy Development:** Spearheaded digital marketing projects and audience engagement campaigns for clients, as well as communicated the agency's unique value proposition across local and national industries.

**Maximized Digital Experiences:** Created and deployed communications strategies, including message development, personas, user journeys, audience-centric usability, campaigns, and content policies via digital media and channels

- Results include a comprehensive digital presence strategy for one of the world's largest museums that set a slew of new visitation, engagement, and e-commerce records: Membership sales grew 92% and visitation grew 33%
- Launched PBS education app featured by Steve Jobs, dominating iTunes as a top 5 education app for 5+ years with over 750k downloads and \$2.25 million in revenue

**Sales & Marketing Prowess:** Crafted customized proposals, pitches, and marketing presentations to illustrate digital successes; developed highly effective membership campaigns focused on engaging audience experiences and targeted relationship building.

**Tech Innovation:** Ensured internal team skill sets and focus remained ahead of the industry curve for future-forward client work, features, and functionality. Strategized on how to tackle new trends and explain their advantages to clients, such as voice assistants and augmented reality.

**Customer Service, Monetization & Operational Excellence:** Produced all new business through referrals and a robust network. Fostered excellent client relationships and referrals by building trust and rapport with clients and industry partners. Bootstrapped and built a top 20 DC-Metro area digital agency, focusing on profitability and growth.

### Recognition and Awards

- Winner of more than 75 top interactive and web industry awards, including 8 Webbys, and featured in *The New York Times*, *The Huffington Post*, *The Washington Post*, *USA Today*, and *FORTUNE*
- Member of the American Society of Association Executives (ASAE) Tech Council, founding Association Women Technology Champions member, regular presenter at tech events
- Member of the International Academy of Digital Arts & Sciences, American Marketing Association, American Association of Advertising Agencies
- Lecturer, Georgetown University Graduate School, Integrated Marketing Communications

### Client Shortlist

National Geographic, Verizon, *FORTUNE*, PBS, American Red Cross, Carnival Cruise Lines, Library of Congress, Inova Hospital System, Penguin Random House Publishing, United States Army, "Weird" Al Yankovic, UPS, Smithsonian Institution, World Wildlife Federation, Consumer Technology Association CES Show, Telecommunications Industry Association, Discovery Channel, Amtrak, and numerous Federal government agencies (FDA, Dept of Transportation, FEMA, Department of Labor, Department of Education)

### Education

**Bachelor of Arts – Journalism/Advertising**, UNIVERSITY OF MARYLAND, COLLEGE PARK  
Minor in Art History | Cum Laude and Phi Beta Kappa