

# LAYLA MASRI

Washington DC Metro Area | Layla@laylamasri.com | 703.201.3931 | linkedin.com/in/laylamasri | https://laylamasri.com

## CHIEF MARKETING OFFICER & CREATIVE DIRECTOR

CREATIVE LEADERSHIP | COMPELLING NARRATIVES | CONCEPTUAL STRATEGIC THINKING

Igniting brand growth through innovative storytelling, strategic content creation, and powerful cross-channel campaigns.

**Career Snapshot:** With her unique background as a copywriter, marketing executive, and digital agency owner, Layla's special sauce is marrying messaging and marketing prowess to amplify audience engagement and business impact.

Whether launching cross-channel campaigns for global brands, pioneering a Fortune 500 immersive innovation center, fueling the rapid brand growth of a trailblazing AI product line, or growing a multimillion-dollar digital marketing agency from the ground up, Layla comes with big ideas and an out-of-the-box thinking mindset.

A strategic and creative thinker with over 25+ years of marketing messaging expertise, she brings brands to life with compelling campaigns, impactful storytelling, and immersive experiences that align creative work with business goals to drive measurable impact.

### Signature Achievements:

- ✓ Created campaign to launch Apple's iPad with a focus on the edtech market, delivering the highest-grossing PBS Kids gaming app, securing a top-five spot on iTunes' education charts for five years, generating **1M+ downloads and \$3M in-app revenue**.
- ✓ **Acquired 3M+ new donors** for the American Red Cross, increasing web conversion by **34%** through an **integrated digital and event campaign**.
- ✓ Served as creative director and chief storyteller to launch a groundbreaking and immersive innovation center for top consulting firm Booz Allen Hamilton, **delivering an \$11B new business capture pipeline and accounting for 60% of the firm's messaging reach** to amplify the global brand.
- ✓ **Designed a multi-channel marketing strategy** that increased one of the world's largest museum's membership by **92%** and visitation by **33%**.

## SIGNATURE STRENGTHS & COMPETENCIES

- Art Direction
- Brand Strategy & Corporate Communications
- Audience Analysis & Engagement Strategy
- Capture & Revenue Generation
- Copywriting and Content Strategy
- Creative Campaign Development
- Cross-Platform Marcomm Strategy
- Customer Experience (CX)
- Digital Communications Outreach
- Design Thinking
- Digital Interaction & Outreach Strategy
- Human-Centered Design
- Integrated Communications
- Multichannel Demand Generation
- Multimedia and Interactive Design
- Operations & Account Management
- Strategic Storytelling
- Social Media Strategy & Campaigns
- Stakeholder and C-Suite Engagement
- Strategic Communication Planning
- Turnkey Web and App Development
- UX/UI Strategy
- Writing/Editing

## EXECUTIVE EXPERIENCE

*Booz Allen Hamilton* / April 2024 to present

### **Creative Director and Chief Marketing Officer, Health AI**

Hand-picked to create and grow the first chief marketing officer role for Booz Allen's Health AI team, serving as architect for the product portfolio position across the 32,000-person firm and delivering a compelling comms and content strategy foundation to successfully reach and sell to broad commercial markets.

- **Strategic Brand Leadership and Unified Communications:** Fast-tracked the creation of a complete Health AI global marketing platform and revitalized copy including strategy, branding, marketing, messaging, and storytelling efforts **in under 10 months** to fuel new business, build partnerships, provide marcomm governance, and ensure consistent, compelling storytelling.
- **Customer and Market Engagement:** Delivered **over \$2B in new revenue opportunities** for Booz Allen's Health AI market to ignite demand generation and business capture efforts for public health initiatives.

- **Content Strategy and Copywriting:** Leads a team of creatives to develop and test content strategy, messaging, and storytelling for complex AI products, **delivering 25% improvement in audience engagement and usability.**
- **Team Leadership and C-Suite Support:** Created a cross-market communications and brand asset repository for customizable resources in a single grab-and-go location; **launched a community of practice for other AI marketing leaders** across Booz Allen to share marketing resources and best practices to align and streamline campaigns.

*Booz Allen Hamilton / June 2021 to April 2024*

## **Creative Director, The Helix Center for Innovation**

<http://boozallen.com/thehelix>

Drove the strategy, design phase, creative, copywriting, marketing, branding, and communication campaigns to envision and launch the Booz Allen Center for Innovation, The Helix, and a groundbreaking AI Adoption Studio experience. Managed and mentored a cross-functional team of several hundred internal and vendor experts to architect the physical space and interactive activations/hands-on digital demos for the award-winning experiential storytelling space.

- **Innovative Experiential and Brand Strategy:** Leveraged background in copywriting, experiential activations, and interactive development to lead the creation of both physical and digital storytelling demos and experiences, encompassing multi-category brands and diverse product lines, and leveraging comprehensive CX, brand persona creation, and integrated marketing.
- **Communications and Storytelling Strategy:** Developed content strategy and key storylines, provided copywriting and direction, and oversaw in-house creative teams to develop flagship multimedia experiential case studies, including AR/VR games, an interactive digital twin of the Helix space, and an immersive story-driven mission demo using a customized autonomous Boston Dynamics Spot® robot dog.
- **Go-To-Market Strategy and Sales Enablement:** Within the first 12 months post-launch, delivered an **\$11B new business capture pipeline and accounted for 60% of external Helix messaging reach** to drive the future of the firm's brand.
- **High-Profile Partnership Cross-Marketing:** Developed and delivered unique engagements with tech partners, including NVIDIA, Amazon AWS, and Fortune 500 CEOs.
- **Leadership and Executive Stakeholder Management:** Worked directly with CEO and executive leaders to realize their vision for an innovative technology showcase of the firm's expertise and success stories to strengthen the Booz Allen brand, build business, and enhance customer relationships.

- **Recognition and Awards**

- 2024 World Class Briefing Center Award: Association of Briefing Program Managers
- 2024 Telly Award Gold Winner: B2C Immersive Interactive & Mixed Media
- 2024 CODiE Award: Most Innovative Tech Company

*Yes& / March 2020 to February 2021*

## **Vice President of Digital Innovation**

Delivered content, digital, and customer experience strategy for the DC area's largest marketing agency, overseeing an integrated marketing team of copywriting, advertising, UX, digital marketer, designer, and web developer talent. Architected an agency-wide content framework to deliver creative, digital-first messaging, supported multi-category client brands and diverse digital product lines, and advanced an innovation mindset and future-forward thinking across all teams.

- **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, social, and media relations.
- **Expanded digital marketing capabilities and communications outreach** for paid and organic social, with a focus on audience nurturing, marketing funnels, and analytics. Significantly expanded the agency's social media presence, followers, and audience engagement with strategic content strategy and copywriting.
- **Strengthened digital capabilities, including social, e-commerce and CRM:** Helmed multiple successful campaign launches, including **boosting online donations for the Make-A-Wish Foundation by 20% from the prior year and launching a strategic Salesforce CRM that streamlined donor outreach via targeted campaigns.**

*Bean Creative / February 1997 to February 2020*

## **Founder & CEO**

Head of one of the DC area's first digital agencies with multimillion-dollar revenues based on a proven track record of web, app, social, and mobile marketing innovations for B2C, B2B, technology, non-profit, health, government, education, entertainment, and Fortune 500 level clients. Bootstrapped and built a top 10 DC-Metro area digital agency, focusing on profitability and growth. Managed relationships and digital strategic planning for 300+ clients, **driving business growth of 15% year-over-year.**

- **Corporate Communications / 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 Cross-Channel Experiences:** Created and deployed communications and e-commerce strategies, including content strategy, copywriting, personas, user journeys, audience-centric usability, campaigns, and content policies, including:
- **Marketing Prowess and Tech Innovation:** 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. Ensured internal team skill sets and focus remained ahead of the industry curve for future-forward client work, features, and functionality.
- **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.
- **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 Washington Post*, *USA Today*, and *FORTUNE*
  - 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**

Apple, National Geographic, Carnival Cruise Lines, Marie Claire Magazine, PBS, Penguin Random House Publishing, World Wildlife Federation, Discovery Channel, Amtrak, Dr. Seuss, Verizon, American Red Cross, and even "Weird" Al Yankovic.

### **Education**

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