

LAYLA MASRI

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

Global Brand Marketing Leader – AI, Technology & Innovation

STRATEGIC STORYTELLING | CREATIVE LEADERSHIP | PRODUCT & PLATFORM GROWTH

Driving transformative brand strategy and demand generation at the intersection of AI, innovation, and storytelling.

Career Snapshot: With a unique background as a digital-first marketer, creative strategist, and technologist, Layla brings 25+ years of experience shaping high-impact campaigns and product narratives that accelerate growth. From launching a Fortune 500 innovation center and scaling AI-powered product lines to building a multimillion-dollar agency from scratch, she translates complex tech into compelling, human-centered brand stories that engage global audiences and drive measurable impact.

Notable Impact:

- ✓ **\$11B Pipeline Captured:** Built the brand strategy and go-to-market experience for Booz Allen's flagship innovation center, responsible for 60% of the firm's external messaging footprint.
- ✓ **2B+ in Revenue Opportunities:** Launched the first unified Health AI brand platform at Booz Allen, architecting the product marketing narrative and demand strategy across public and commercial markets.
- ✓ **Top 5 iTunes EdTech App:** Wrote and marketed the launch campaign for a PBS Kids iPad app in partnership with Apple, generating \$3M+ in-app revenue and 1M+ downloads.
- ✓ **3M+ New Donors:** Led integrated digital and experiential campaign for the American Red Cross that grew the coveted young donor audience 34%.
- ✓ **+92% Membership Growth:** Designed a digital-first strategy for one of the world's largest museums, driving record-breaking growth in membership and visitation via flexible brand frameworks that adapt to both macro trends and platform-level behaviors.

Innovation, Brand Leadership, and Storytelling at Scale

- AI & Tech Product Marketing
- Brand Architecture & Positioning
- Multichannel Storytelling
- GTM & Demand Gen Strategy
- Executive Messaging
- Immersive Experience Design
- Cross-Functional Leadership
- Global Brand Campaigns
- Content & Copy Strategy
- Audience Insight & Engagement
- Strategic Communications
- Marketing Innovation

Notable Clients & Collaborations

Apple, Verizon, National Geographic, Microsoft, CES/Consumer Technology Association, Carnival Cruise Lines, PBS, Penguin Random House Publishing, Discovery Channel, National Park Service, Amtrak, Dr. Seuss, American Red Cross, Smithsonian Institution, and even “Weird” Al Yankovic.

EXECUTIVE EXPERIENCE

Booz Allen Hamilton / 2024 to present

Creative Director and Chief Marketing Officer, Health AI

Hand-picked to build the Health AI marketing organization from the ground up. Developed the end-to-end messaging, branding, and content strategy for a new portfolio of AI-powered health solutions. Leads with speed, feedback, and iterative creativity in a fast-moving matrixed environment.

- Launched full-firm marketing framework for Health AI in under 10 months, aligning creative with sales, product, and C-suite vision.
- Drove platform-first thinking across messaging and content design, enabling reuse and personalization across multiple government health agencies, as well as Booz Allen products and business units.
- Delivered 2B+ in qualified pipeline growth across federal health, public health, and commercial verticals. Pivoted brand messaging in response to platform shifts from the new federal administration and DOGE mandates.
- Served as brand evangelist across internal comms and cross-functional products, and built narrative strategies that work across a family of products. Founded Booz Allen's AI Marketers Community of Practice, aligning internal messaging across market teams.
- Designed strategic GTM playbooks, increasing usability and engagement by 25% across digital content and product marketing assets.

Booz Allen Hamilton / 2021 to 2024**Creative Director, The Helix Center for Innovation**

Led brand, content, and experience strategy for Booz Allen's premier technology innovation space and experiential product studio.

- Directed vision and storytelling for hands-on demos and immersive content, including AR/VR, digital twin, and robotic AI applications. Partnered with PMs, designers, and researchers to shape narrative arcs that ladder into product vision.
- Created foundational brand storytelling pillars for Helix and its AI Adoption Studio; campaigns drove 60% of external brand awareness.
- Partnered with tech giants including AWS and NVIDIA to build co-marketing activations and joint GTM strategies.

AWARDS & RECOGNITION

- 2024 World-Class Briefing Center Award
- 2024 Telly Award Gold Winner – Immersive Interactive
- 2024 CODiE Award – Most Innovative Tech Company

Yes& / 2020 to 2021**Vice President of Digital Innovation**

Led digital strategy and integrated creative teams at one of the DC region's largest agencies.

- Developed agency-wide digital content framework; modernized messaging, UX, and CX strategy across client portfolios.
- Launched performance-driven social media campaigns, increasing engagement and visibility for high-impact nonprofits and government orgs.
- Introduced CRM-driven nurture campaigns that elevated donor engagement for clients like Make-A-Wish Foundation by 20%.

Bean Creative / 1997 to 2020

Founder & CEO

Built and scaled a top digital experience agency, serving 300+ clients across tech, health, education, and entertainment.

- Designed web, mobile, app, and content strategy for Fortune 500s and mission-driven orgs.
- Pioneered edtech storytelling and launched award-winning games, e-commerce campaigns, and social media integrations.
- Achieved 15% YoY business growth over two decades through high-touch client relationships and standout creative.
- Collaborated with global client teams including Apple, Microsoft, and National Geographic across North America and Europe to develop global campaigns that ensure brand consistency and localized campaign execution.

AWARDS & RECOGNITION

- Winner of more than 75 top interactive and web industry awards, including 8 Webby Awards, 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

Education

Bachelor of Arts – Journalism/Advertising

UNIVERSITY OF MARYLAND, COLLEGE PARK

Minor in Art History | Cum Laude and Phi Beta Kappa