

RAY FERREIRA

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I HELP COMPANIES EXPLORE AND EXPRESS THEIR UNIQUE VALUE TO CUSTOMERS, EMPLOYEES AND CANDIDATES.

KEY QUALITIES

CREATIVE – Aligning marketplace insights and audience motives with visual, verbal, and experiential strategies.

TECH SAVVY – Applying emerging and existing platforms and media toward complex communication challenges.

ENGAGING – Delivering dynamic presentations, focus groups, workshops, interviews and writing to maximize impact.

FOCUSED SKILLS

BRAND MESSAGE DEVELOPMENT – I've led workshops and strategy seminars with corporate marketing and talent acquisition teams to establish priorities for brand messaging. I've developed brand architecture models and messaging platforms to support extended team creative development. Conducted internal and external interviews to establish broad collections of brand supporting stories, videos, testimonials and strategic audience profiles.

DIGITAL MARKETING – I've led strategy and user experience design for global and national websites. I've developed site models that help leading global firms deliver a multi-brand, multi-language experience. I've developed digital ecosystems for complex and hard-to-reach audience groups and have utilized strategies for effectively-timed retargeting media to optimize brand recognition and engagement.

SOCIAL MEDIA STRATEGY – I've designed social media challenges and promotions for small and large organizations. I've been invited to deliver seminars and workshops on inbound marketing and global social media strategies. I've managed content calendars; observed sentiment and topical connections; established team content workflows; and (happily) have monitored enormous spikes in audience engagement.

COPY AND CONTENT DEVELOPMENT – I've written website content; developed copy for email and content-marketing programs; ghost written content for executive blogs; developed discussion guides for video interviews; managed executive presenters through live events and panel discussions; and created manifestos for marketing teams. In all cases, I work with the vision of aligning and engaging audiences with a powerful brand value proposition.

RESEARCH DESIGN AND FACILITATION – I've designed and conducted surveys around audience motives and preferences to drive global brand alignment; conducted online and in-person focus groups to understand user journeys and priorities to design virtuous inbound marketing cycles; conducted one-on-one interviews to understand patient frustrations and fears to prioritize brand differentiators for new products. I always deliver clear, scientifically valid, and actionable reporting based on research objectives.

PROFESSIONAL EXPERIENCE

RAY FERREIRA COMMUNICATIONS STRATEGIES – JAN 2017 to present – Principal

Delivering freelance and retained communications strategies, focused on providing differentiated brand positioning, engaging communication plans and high-impact content in the form of story-telling written copy, persuasive presentations, engaging off-camera interviews and energetic workshops.

BNO, A CREATIVE AGENCY – APR 1998 to JAN 2017 –

VP Employer Communications... VP Strategy... Creative Director, Copy... Director, Client Services

Led strategy across a range of employer communications, healthcare, transportation and financial services accounts. Developed relationships with leading US and global businesses. Designed and facilitated brand discovery workshops, focus-group research, off-camera interviews and C-suite presentations. Pitched and won new businesses from companies ranging from regional startups to Fortune-50 global leaders.

INTEGRATED COMPUTER MANAGEMENT – DEC 1996 to APR 1998 – Marketing Communications Director

Redeveloped corporate brand, value proposition, and identity system, reporting directly to CEO. Redesigned and developed corporate website and trade show booth to serve two key service segments. Established service line briefing kit for sales teams. Engaged media for regional and national business-page coverage. Oversaw agency relationship for all PR activities. Led recruitment marketing campaign development.

SGC CREATIVE GROUP, INC. – SEP 1986 to OCT 1996 – Founder and Managing Director

Led design, strategy, and copy for this 12-person communication design firm, working verticals of power engineering, global transportation, telecommunications, pharmaceutical R&D, consumer healthcare and vision care. Develop early web and interactive experiences for Fortune-500 companies in transportation and power engineering.

THE INTERSTATE NETWORK – JUN 1980 to SEP 1986 – Account Executive... Quality Control Manager... Intern

Led account team for printing and pre-press services across verticals of pharmaceutical packaging, electronic components, public relations and foods. Advised teams on color reproduction, paper handling, prepress automation and facilities design. Instituted company's first six-sigma quality assurance program for project intake, prepress, raw materials, pressroom, and bindery operations.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY – Bachelor of Science, Publishing Technology and Management, with Honors

Academic focus on Photographic Science, Digital Imaging, Computer Systems in the Graphic Arts, Financial Controls, Cost-Management and Estimating Systems, and Publishing Management. Independent studies in Quality Control for Color Printing and Advanced Computer Applications for Estimating and Analytics. Managing Editor for RIT's weekly student newsmagazine. Publisher of RIT's Monthly Student Activities Calendar.

CERTIFICATIONS

Johnson & Johnson Six-Sigma Greenbelt Certification Program: 2008

PROFESSIONAL AFFILIATIONS

Society of Human Resource Management (SHRM)
International Association of Business Communicators (IABC)

AWARDS

Society of Human Resource Management (SHRM)
Outstanding Employer Branding Initiative
Best-in-Class Employee Referral Program
Top University Recruiting Program
International Association of Business Communicators (IABC)
Outstanding Careers Web Site Initiative
New Jersey Ad Club
Best in Show, The Columbia Group Anthem Video

PERSONAL INFORMATION

Engaged leader in local civic and youth sports organizations;
Active cyclist; Creative photographer; Music and arts enthusiast; Social-media junkie

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References and case briefs can be made available upon request.