

## **Anthony R. McCray**

(240) 440-1351

Anthony.mccray1997@gmail.com <https://www.linkedin.com/in/anthony-mccray-83033711b> Baltimore, MD

### **PROFESSIONAL SUMMARY**

Commercial photographer specializing in beauty and branded visual work, with 6+ years of experience producing high-impact imagery for corporate, nonprofit, government, and media clients. Images are distinguished by intentional composition, golden skin tones, and bold color palettes that command attention and create lasting visual impact. Proven ability to execute commissioned campaigns, large-scale e-commerce productions, and editorial assignments with consistency, technical precision, and strong production workflows. Highly collaborative, dependable in fast-paced environments, and trusted to deliver polished assets that perform across digital, press, and marketing channels.

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### **Skills**

Written & Verbal Communication, Social media marketing, Visual marketing, Lead generation, UX management, Microsoft Office, Adobe Creative Suite, Paid Ads (Facebook, Instagram, Retargeting), SEO, Square analytics, Data Analysis and Analytics

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### **PROFESSIONAL EXPERIENCE**

#### **A.R.M Photo Studio - Creative Director & Social Media Manager**

12/19-Present

- Lead end-to-end photography production for beauty, lifestyle, fitness, nonprofit, government, media, and corporate clients, managing projects from creative brief through final delivery.
- Photographed community development initiatives, corporate development programs, branded activations, and special events, including evenings and weekends, delivering consistent, on-brand visual coverage.
- Worked with 500+ clients, delivering high-value visual assets used across websites, social media, press, e-commerce, and internal digital libraries.
- Led and supported multiple cross-functional teams, collaborating with marketing managers, communications staff, designers, editors, producers, and external partners to execute campaigns efficiently.
- Managed and executed multi-campaign workflows across beauty, portrait, and lifestyle fitness sectors, balancing multiple priorities in fast-paced environments.
- Supported large-scale e-commerce productions for Under Armour, assisting with studio setup, lighting, image capture, and post-production workflows, including image selection, retouching, and asset preparation.
- Followed structured digital asset management workflows to organize, catalog, and deliver large volumes of photography for internal libraries and external distribution.
- Selected final imagery from high-volume shoots using strong visual judgment, storytelling awareness, and brand alignment criteria.
- Edited and retouched photography from color correction and grading to advanced manipulation and compositing using Adobe Photoshop and Lightroom.
- Demonstrated proficiency in studio and outdoor photography, including controlled lighting environments and on-location shoots.
- Maintained a high level of professionalism while working alongside executives, public officials, media teams, and stakeholders in sensitive or high-visibility environments.

#### **Apple Inc. – Sales Specialist**

10/24 – 01/25

- Customer Engagement & Sales Delivered exceptional service by identifying customer needs, recommending Apple products and services, and ensuring a seamless shopping experience

- Product Education & Brand Advocacy Educated customers on Apple's ecosystem, financing options, and product features to enhance adoption and long-term brand loyalty
- Retail Marketing & Promotions Assisted in driving in-store marketing initiatives by promoting product launches and events, increasing customer engagement and awareness
- Team Collaboration & Knowledge Sharing Supported peers by sharing product knowledge, best practices, and effective sales techniques to optimize team performance
- Inclusivity & Customer Experience Fostered an inclusive shopping environment by respecting diverse perspectives and ensuring all customers felt valued and heard

**Baltimore Homecoming- Social Media Coordinator/Engagement & Events Manager**

01/23-11/24

- Coordinated multi-channel marketing campaigns reaching 50K+ users, ensuring content accuracy and readiness prior to launch.
- Managed campaign setup and review across social media, email, and website platforms, acting as liaison between marketing, editorial, design, and external agencies.
- Supported promotional rollouts for 10+ large-scale events and initiatives, including final content checks and live launch execution.
- Reviewed and edited copy for campaigns and newsletters, ensuring accuracy and alignment with organizational messaging.
- Contributed to campaign efforts that resulted in a 40% increase in followers and a 30% increase in event attendance through consistent execution and coordination.

**Penske Truck Leasing Co.- Sales & Marketing Management Trainee**

4/21-7/22

- Managed sales operations, including the development of sales forecasts, pipeline management, and customer engagement strategies. Contributed to a 15% increase in Commercial sales revenue through effective deal closing and customer relationship management.
- Focused on customer satisfaction and retention, leading to a 15% increase in repeat business and a reduction in customer churn.
- Played a key role in improving the company's P&L by driving a 5% sales growth and enhancing customer satisfaction, which directly contributed to overall profitability
- Spearheaded efforts to bring in new business, contributing to a significant increase in sales profit. Developed and executed strategies that resulted in improved P&L performance

**FMC- Marketing Specialist**

5/19-12/20

- Analyzed digital marketing campaigns and customer data to support audience targeting, campaign optimization, and content strategy development, contributing to improved digital engagement and lead generation.
- Assisted in creating and executing targeted social media and email marketing campaigns, reviewing content for accuracy prior to launch and contributing to a 26% increase in inbound leads.
- Collaborated with the marketing manager to support brand awareness campaigns across social and web platforms, contributing to content creation aligned with brand strategy and marketing objectives.

**EDUCATION**

**University of Maryland Eastern Shore, Princess Anne, MD**

B.S. Agriculture

December 2020

**Notable Clients & Collaborations**

**Baltimore City Mayor's Office, Under Armour (E-Commerce & Lifestyle), Universal Music Group (UMG), Venture for America, Urban Alliance, Technical.ly**

**Publications & Features & Media Coverage**

**Ebony, Forbes, CNN, Fox45, Technical.ly, REI**