

RYAN McCRARY

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COMMUNICATIONS EXECUTIVE

Strategic Communications | Brand Development | PR Relations | National Communication Strategy



Strategic communications executive with comprehensive experience in providing oversight and direction for organizational communication and strategic initiatives. Proven success in developing and implementing effective strategies, campaigns, programs, and innovative methods to communicate company mission or voice, engage inspiring internal or external audiences, drive brand awareness, and create brand loyalty despite uncertainties and challenges. Expert at producing engaging, high-quality concepts or visuals for various platforms, including web, social media, advertising, marketing, and public relations to propel the creative articulation of brand vision. Excel at promoting the development and exchange of ideas between cross-functional teams to create compelling results that accomplish strategic objectives in a constantly evolving marketing landscape.

Core Competencies

- Crisis Communication
- Program Management
- Team Leadership
- Digital & Social Media Marketing
- Events Management & Promotions
- Brand Development & Evolution
- Relationship Building
- Endorsements & Sponsorships
- Conflict & Problem Resolution
- Public Relations & Media Relations

Professional Experience

2013 – 11/2021 • WEST COAST CONFERENCE • San Bruno, CA

Assistant Commissioner, Communications (2016 – 2021)

Senior Director, Communications (2013 – 2016)

Provided strategic oversight and direction for organization-wide communications, including media operations with a focus on communicating mission and vision, while serving as a media manager. Enabled producers and talent to tell engaging stories of conference and member institutions through effective management of national and regional basketball broadcasts. Accomplished organizational goals and objectives by delivering metric-based analytics for social media messaging and brand awareness initiatives.

- *Managed communication with other campuses as well as local and national media to update game, event times, and sites during Covid to expedite postponed, canceled, or rescheduled events; collaborated regional and national broadcast media to adapt and ensured preparedness for contests in few hours.*
- *Successfully won two at-large bids to the NCAA Volleyball Tournament in 2021, one at-large to the Men's and Women's Basketball Tournaments and one each for men's and women's soccer programs.*
- *Promoted 160 intercollegiate athletic teams and thousands of student-athletes each year in close collaboration with communications teams across all 10 campuses within the West Coast Conference; provided training, expert advice, and technical/onsite support to staff members.*
- *Orchestrated the WCC Major Rebranding Initiative (2019), providing messaging and details throughout all phases.*
- *Served as a media manager for 8 WCC Basketball Tournaments and 3 NCAA Men's Basketball Regionals.*
- *Enhanced WCC men's and women's basketball programs developing, onboarding, and managing two independent contractors.*
- *Recognized for planning, organizing, and coordinating the first WCC Communications "Boot Camp", featuring peer instruction, while cultivating and sustaining relations with social media companies, traditional media outlets, and broadcast radio/television.*
- *Defined a variety of evaluative metrics and key performance indicators as well as executed post-mortem analysis to evaluate the effectiveness of marketing programs and gain insight in order to drive growth and expansion.*
- *Enhanced business awareness and visibility by formulating and implementing marketing, public relations, and branding strategies, while hosting various national events, including: WCC Basketball Tip-Off event in Las Vegas for "Decade in the Desert."*
- *Implemented integrated corporate communication campaigns and programs across market positioning, visual identity, brand messaging, website, social media, and external announcement strategies.*
- *Promoted the launch of "The Russell Rule" a groundbreaking commitment to hiring diversity in the West Coast Conference and its member institutions (2020).*
- *Provided messaging and strategic communications rollouts:*
 - *University of the Pacific entering the West Coast Conference (2013).*
 - *Three Commissioner hiring announcements.*
 - *WCC COVID initial response and ongoing messaging (2020-21).*
 - *BYU leaving the West Coast Conference for the Big 12 (2021).*

- *Headed media and marketing efforts to promote multiple event programs in 2021*
 - *Three NCAA Championships - Women's Cross Country (BYU), Women's Soccer (Santa Clara) & Men's Golf (Pepperdine).*
 - *Two NCAA Team National Runners Up - Men's Basketball (Gonzaga) & Women's Tennis (Pepperdine).*
 - *One NCAA Individual Champion (BYU, Men's Cross Country).*
 - *Three National Coaches of the Year & Two Student-Athletes of the Year honorees.*
 - *Successfully marketed, lobbied, and promoted 27 different teams at large berths in NCAA Tournaments.*
 - *BYU's at-large inclusion in the 2021 NCAA Men's Basketball Tournament, generating \$1.5M for the WCC and its institutions.*
- *Represented the conference and managed communication and media relations efforts for:*
 - *Dozens of NCAA Tournaments & NCAA Regionals.*
 - *Three NCAA Final Fours.*
 - *Three NCAA Championships.*
 - *Hosted and served as the primary media relations contact at more than 50 WCC Championships.*
- *Successfully coordinated major event coverage campaigns:*
 - *Naismith Hall of Fame Inductions for Rick Adelman, Steve Nash, and Bill Russell.*
 - *Seven WCC Hall of Honor class announcements & inductions.*
 - *WCC on Draft Day - MLB, MLS, NBA, WNBA & WUSA.*
 - *WCC in the Olympics - Sochi, Rio de Janeiro, & Tokyo.*

2012 – 2013 • PEPPERDINE UNIVERSITY • Malibu, CA

Assistant Director of Athletic Communications

Assisted the director of athletic communications in managing publicity programs for three top-20 athletic programs. Implemented innovative approaches and leveraged advanced platforms to ensure effective communication and promotion of athletes.

- *Attained significant increase in program brand awareness and regional outreach by enhancing social media footprint, while developing effective communications and messaging strategies for various sports divisions.*

1999 – 2012 • UNIVERSITY OF SAN FRANCISCO • San Francisco, CA

Assistant Athletic Director, Media Relations (2007 – 2012)

Sports Information Director (2004 – 2007)

Associate Sports Information Director (1999 – 2004)

Progressed through multiple positions, promoted and publicized 24 teams or individuals qualifying for postseason berths, including baseball's first-ever NCAA Regional (2006) and volleyball's inaugural NCAA appearance (2003). Established and rebranded the online presence of USF Athletics on multiple social media channels, including Facebook, Twitter, and YouTube.

- *Attracted 200K+ views in the debut year of DonsTV through the development and implementation of an effective program.*
- *Ensured USF became the first WCC program to offer live streaming of all athletic contests at all venues starting in 2007-08, attracting thousands of views per sport per year*
- *Produced 60+ major publications and provided editorial assistance on multiple additional publications.*
- *Led the production of all nomination materials for Coach, Eddie Sutton in the Naismith Memorial Basketball Hall of Fame.*
- *Garnered significant regional engagement for the Hilltop Awards of the 2011-2012 season by writing, directing, and producing the awards ceremony from concept to completion.*

Additional Experience:

Reporter, San Francisco Giants & Oakland Athletics – ESPN & SportsTicker

Assistant Sports Information Director – UNIVERSITY OF SAN DIEGO

Educational Background

DIGITAL MARKETING / CONTENT MARKETING STRATEGY

Northwestern University – Certificate Program (In Progress)

LEADERSHIP, EXPONENTIALLY CHANGING WORLD

MIT – Certificate Program (In Progress)

MASTER OF ARTS, ORGANIZATIONAL LEADERSHIP

BACHELOR OF ARTS, HISTORY

Gonzaga University

Professional Affiliations

U.S. Basketball Writers Association (USBWA) | National Association of Collegiate Athletics Directors (NACDA) | College Sports Information Directors Association (CoSIDA) | National Collegiate Baseball Writers Association (NCBWA) | Not Baseball Writers Association (NBBWA)