

Standard names Victoria McCrary as digital communications specialist

November 6, 2019

Victoria McCrary became the *Baptist Standard's* digital communications specialist on Nov. 1. She will oversee the *Standard's* social media accounts and future digital products.

McCrary is a Houston native who graduated in May 2019 from Houston Baptist University with a Bachelor of Fine Arts degree in cinematic arts and a minor in creative writing. Prior to graduation, she was recognized as the HBU Cinema and New Media Arts Most Outstanding Student in 2019.

In addition to film, she has previous experience as a marketing associate for a nonprofit in Sugar Land.

McCrary and her husband live in Houston and attend Redemption Church.

The digital communications specialist position is new to the *Baptist Standard*. At a time when so much is communicated through websites and social media profiles, on apps and podcasts, and by email and text, the board and staff of the *Standard* recognized the need for a staff member to focus on using new media to its fullest potential. To do so required a staff addition.

“We are a small organization with just a handful of employees,” Executive Director Eric Black said. “Most of us have several responsibilities. With the transition from a print newspaper to a digital newspaper, we have to inhabit the digital space well. We have to maximize our digital presence.”

McCrary brings that ability to the *Standard*, along with an artistic eye, Black noted.

On Oct. 2, Redemption Church unveiled an [art installation](#) by McCrary, featuring unique graphic designs made specifically for the church. People already have contacted the church to see if they can commission McCrary to produce art for their homes.

Beyond enhancing the *Standard's* current digital presence, McCrary increases its capacity to offer new digital products.

The *Standard* was able to add this position through the generosity of an anonymous donor who values historic Baptist principles and the history and work of the *Baptist Standard* and Baptists in Texas.