

ANGELA MELTON FRAY

Chief Marketing Executive/ Co-Founder

Fray Development, Inc. dba Dat Jerk Caribbean Chargrill

Angela Melton Fray was named the Chief Marketing Officer and Co-Founder of Fray Development, Inc. dba Dat Jerk Caribbean Chargrill. Fray is responsible for overseeing the daily operations of this new concept restaurant which includes, but is not limited to structuring the internal operations, business financials and marketing the fast-casual restaurant. Fray uses her background in franchise ownership and operations to outline the policies, process and procedures for the day to day operations of this start-up. This includes implementing training programs for staff to provide nothing but excellent customer service as well as training the back of the house on how to prepare the menu items in small batches with the same consistency every day. Since it's opening Fray has strategically used social media platforms to introduce Dat Jerk's brand, which has garnered close to 300 reviews with 4.7+ ratings with Yelp, Facebook, Trip Advisor and Google. This marketing strategy along with local store marketing and then mass media is creating awareness and building brand loyalty with an audience from as far as a 35-60 mile radius from the restaurant. Dat Jerk Caribbean Chargrill currently has 2 locations, serving Charles County, MD for 5 years and Prince Georges County, MD for the past 3 years.

Fray's diverse background in restaurant ownership, television media, radio, outdoor and internet marketing development makes her a prime candidate for implementing the future grow of Dat Jerk Caribbean Chargrill restaurants across the country with owned and operated locations as well as into franchised restaurants.

Prior to Fray was the Co-Owner of Wingstop and Philly's Best Franchises in Santa Clarita California. In this role, Fray was responsible for managing the day to day financial operations of these restaurants for the 10-years in operation. Fray also structured local store marketing strategies that positioned her Wingstop locations as the go to restaurant for school, church, and business fundraisers, that ultimately positioned the Wingstop brand awareness within the community. Fray implemented training for her staff that instilled delivery of nothing but the best in customer service as well as the importance of keeping a clean run operation. Fray sold her Wingstop locations in 2014, for a profitable return. During here operations at Wingstop, Fray was nominated to the Wingstop Southern California Coop Board as a Member at Large. In this role, Fray consulted on media strategies that ultimately assisted Southern California Wingstops' in becoming the Official Wings of the Los Angeles Lakers and the LA Dodgers.

While overseeing her restaurants, Fray was also the vice president of Strategic Marketing for KCBS-TV, Channel 2 in Los Angeles for 2 years. In this role, she was responsible for cultivating and training managers and sales team to strategically develop new business. During her tenure at KCBS-TV, Fray implemented over 20 station initiatives that generated over 1-million in new business sales in the first year. Fray used her marketing and promotions background to provide platforms to reach clients goals and achieve positive results.

Prior to this newly created position, Fray was vice president Business Development for CBS Television Stations West Coast division for 5-years. In this role, she was responsible

for the start-up division that creatively generated new business revenue for CBS's Owned and Operated 27 Television Station Properties, including 14 CBS, 9 CW and 4 Independent stations. Fray's business development strategies go beyond traditional media sales. Her promotions, marketing, production and interactive background, allow her to develop integrated marketing campaigns that have guided her team to strategically and successfully bring in millions of new business dollars.

Before joining CBS, Fray was the marketing/sales promotions executive at KABC-TV in Los Angeles, owned and operated by ABC, Inc. Fray mastered the power of station synergy by converging departments together to create impactful non-traditional campaigns and promotions. Fray was also responsible for the station's website marketing and sales, website development and inventory management.

Prior to KABC-TV, Fray held several positions in radio and television, ranging from account executive to general sales manager. These positions have equipped her with the skills to successfully manage staffs and achieve corporate budgeted goals. "I contribute much of my success to my innate ability to connect my client's goals with my media properties thus creating win, win experiences".

As general sales manager of WCAO radio in Baltimore, Maryland, Fray was credited with increasing the station's community visibility and revenue.

In Fray's earlier years, she worked at WBAL-TV, the CBS affiliate in Baltimore, Maryland, as a news producer and weekend managing assignment editor.

Throughout the years, Fray has had the enjoyment of motivating and speaking to young people about the opportunities within her industry. She continues to provide time and counseling to encourage young men and women. Fray was one of the co-founders of the Alliance of Jamaican and American Humanitarians Foundation, who provided care packets for the homeless in Los Angeles and medical missions for women's care and dental care in Jamaica. Fray has also been a part of the women's advisory board for Mass Mutual Financial, the Lorraine Jackson Foundation, the LA County Museum Corporate Advisory Committee, the YMCA West Valley Division and Wingstop Southern California Coop.

Fray is a native of Baltimore, Maryland and a graduate of the University of Maryland, Coppin State College with a Bachelor of Science degree in English/ Mass Communications. Fray is also a Member of Alpha Kappa Alpha Sorority and of the Maryland and DC Realtors® Association.