

Kat Dara

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Summary

As a skilled creative marketing leader and project manager, I specialize in delivering successful campaigns and excel in strategy development, branding, content creation, team management, and event production. With a proven track record of building revenue through innovative marketing campaigns and strategic partnerships, I possess strong leadership skills that drive business growth.

Skills

Marketing Strategy and Execution | Branding and Identity Development | Content Creation | Product Launches | Sales and Business Development | Social Media Marketing | Campaign Planning | Event Production | Advertising | Leadership and Team Management | Project Management | Cross-functional Collaboration | Growth Hacking and Innovation | Logistics and Operations | Digital Video Production and Storytelling | Brand Spokesperson | Spanish - Conversational | Copy Writing | Skydiver | Equestrian

Experience

Marketing Consulting (2013 - Present)

- Xebra Consulting (Feb - Present) – B2B marketing strategy and content development for SaaS training course sales including sales funnel creation, workflow organization and project management, email and social media marketing, partnerships, and business development.
- Shār Snacks (2020 - Present) – marketing consulting and social media strategy for organic, sustainable, and plastic free trail mix brand.
- YesAnd Sustainable Fashion (Nov – March) – Marketing strategy development and workflow organization. Implemented Kanban project management. Planned and managed campaigns for email, SMS, and social media.
- Full past client list available upon request

Interim CMO, Weyo App (2022)

- 3-month contract as interim CMO to develop a comprehensive marketing strategy that included competitor research, identification of key markets and target audiences, and pricing analysis. Developed key messaging and branding, created social media content and influencer strategies, and established advertising channels while managing the allocation of the digital marketing budget. Additionally, oversaw the construction of a new website build and managed the web team.

Sr. Director of Marketing, Accelerate360 (2020 - 2022)

- Created and executed marketing strategies for multiple brands, resulting in successful launches of UsNow.com, LifeToGo.com, and the UsNow Trending National Retail Program.
- Managed a diverse remote team of designers, social media strategists, copywriters, and marketing associates.
- Won "Team Player of The Year" Award 2021.
- Developed marketing strategies for all digital and print advertising, email, SMS, social media, and digital editorial campaigns, including producing video content and events for Us Weekly, Men's Journal, and LifeToGo.
- Managed marketplace brand management and partnerships for 100+ brands across LifeToGo and UsNow, growing the LifeToGo IG account 7x, and serving as creative director for photo shoots.
- Developed the marketing strategy and launched a new product line of vitamins and supplements for LifeToGo, as well as launching the ATTA brand and apparel line.
- Liaised with agencies to create in-store retail displays for the UsNow Trending retail program and produced notable national print and digital ad campaigns.

Brand Manager, Lakeshirts (2019 - 2020)

- Successfully launched the Reserve84 vintage licensed t-shirt collection opening over 60 of the nation's best retail accounts immediately after launch, and handled all boutique sales, partnerships, lead funnel creation, sales materials, marketing materials, email campaigns, sales force, and website updates as well as producing and managing all trade shows and events.

- Developed and merchandised the women's line, created samples for sales reps, aided with brand development, and acted as a liaison between contractors and manufacturing as well as being the Fit model for the women's line. Managed social media accounts for Blue 84 Apparel and grew IG over 900% in 8 months organically and served as the creative director for photoshoots.

Director of Sales & Marketing, ROAM Adventure Co. (2017 - 2019)

- Co-founded company, overseeing sales, marketing, social media, PR, and customer service, launching multiple new products, and generating sales and brand awareness through events, online advertising, email marketing, SMS and content marketing.
- Quadrupled sales in just over one year with 80% of sales conversion from Instagram leads, and increased Instagram followers organically from under 500 to over 20K. Spearheaded Dealer and Ambassador programs, creating lucrative partnerships and opening multiple dealer accounts.
- Project manager for SEO team and advertising campaigns, leading to record website traffic, customer acquisition, and conversions.
- Produced and curated social media content, collaborating with influencers for brand PR. Worked with designers on brand identity and created dealer sales and marketing materials, including writing, producing, filming, and editing video installation guides.

Director of Marketing, Feniex Industries (2015 - 2018)

- Creative Director and Project Manager leading a team of 5 designers and developers to launch multi-platform marketing campaigns that maximized ROI through analysis of performance. Handled management and reporting of the marketing budget. Campaign management for email, digital, SMS and social media advertising.
- Created technical and creative marketing campaigns that rapidly increased sales and brand awareness, resulting in over \$3M in sales and a 200% increase in social media presence within 2 years.
- Created lucrative partnerships, PR opportunities, and events to launch new products and generate brand awareness. Host and producer for company videos, webinars, and social media content, serving as brand spokesperson with business development efforts resulting in a \$1M increase in sales within 7 months. Wrote installation manuals and guides for products.

Director of Sales & Marketing, iFLY Indoor Skydiving (2014 - 2015)

- Managed 2 coordinators, and served as sales representative, project manager, and event coordinator, and for all group events.
- Created and produced iFLY Networking mixers and created new programs and partnerships increasing group event sales over 25% monthly.
- Managed local PR efforts and handled local advertising, social media, marketing materials, email campaigns, and promotions.

Director of West Coast and Int. Business, Original Retro Brand (2007 - 2012)

- Managed sales for 200+ accounts worldwide and 5 international distributors increasing overall sales annually and 300% increase in Asia over 3 years.
- Created collections for Private Label clients and increased sales annually by over 200%.
- Organized and managed all tradeshow logistics, in-store setups, promotions, and events.
- Creative Director for all photoshoots and aided in Fit and Product development.

Education

San Diego State University — Bachelor of Science, International Business, 2005

Awards, Training & Certifications

- Accelerate360: Team Player of the Year 2021
- CMEG — Hosting and Presenting: Live, Teleprompter, Interviews, Green Screen
- Neuro-Linguistic Programming — Certified Practitioner and Coach
- United States Parachute Association — Licensed skydiver
- United States Polo Association