

Kat Dara

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Summary

As an accomplished marketing leader and project manager, I specialize in creating and executing successful campaigns. My expertise lies in strategy development, branding, content creation, project management, and event production. With a proven track record of driving revenue through innovative marketing strategies and building strong partnerships, I bring a powerful leadership skills that fuels business growth.

Skills

Marketing Strategy and Execution | Branding | Content Creation | Sales & Business Development | Product Launches | Campaign Planning | Project Management | Paid Advertising | Social Media | Event Production | Leadership and Team Management | Logistics and Operations | Digital Video Production | Brand Spokesperson

Experience

Sr. Director of Marketing, Clearwater Benefits (2023- 2024)

- Manage a team of full time and freelance designers, copy writers and consultants.
- Created and managed all department processes and project management workflows.
- Developed all marketing projects from conception to delivery for all corporate and partner brand materials including: sales collateral, paid advertising, social media, website updates, corporate videos, events.
- Developed and launched the Rising Tide brand for the cannabis industry handling all branding, marketing, advertising and business development.

Interim CMO, Weyo (2022-2022)

- 3-month contract as interim CMO to develop overall marketing strategy, including launch planning, competitor research, and pricing analysis.
- Created key messaging and branding for company products and services.
- Established advertising channels and managed digital marketing budget allocation.
- Designed social media and influencer strategies and produced initial marketing collateral.
- Project manager for new website build to ensure successful launch.

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

- Managed a diverse remote team of designers, social media strategists, copywriters, and marketing associates, resulting in rapid promotion due to immediate positive impact and winning the "Team Player of The Year" Award 2021.
- Created and executed marketing strategies for multiple brands, resulting in successful launches of UsNow.com, LifeToGo.com, and the UsNow Trending National Retail Program while serving as Creative Director for photo shoots.
- Developed marketing strategies for all digital and print advertising, email, SMS, social media, and digital editorial campaigns, including producing and hosting video content and events for Us Weekly, Men's Journal, and LifeToGo. produced notable national print and digital ad campaigns.
- Managed marketplace brand management and partnerships for 100+ brands across LifeToGo and UsNow.

- 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.

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.
- Handled all boutique sales, partnerships, sales and 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, aided with brand development, and acted as a liaison between contractors and manufacturing.
- Managed social media accounts for Blue 84 Apparel and grew accounts over 900% 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 and content marketing.
- Quadrupled sales in just over one year with paid advertising efforts and creating lucrative partnerships by 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.
- Created brand identity and all 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.
- 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. Wrote installation manuals and guides for products.
- Host and producer for company videos, webinars, and social media content, serving as brand spokesperson.

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 — Practitioner and Coach
- United States Parachute Association — Licensed skydiver
- United States Polo Association