

KAT DARA

Brand & Growth Marketing Executive

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Executive Profile

Growth-focused marketing executive with 15+ years of experience leading brand, e-commerce, and customer acquisition strategies across wellness, consumer, SaaS, and lifestyle brands. Expertise in digital transformation, creative leadership, agency management, and revenue growth.

Core Expertise

Brand & Growth Strategy • E-Commerce • Customer Acquisition • Creative Leadership • Go-To-Market Strategy • Agency & Team Leadership • Digital Transformation • AI-Powered Marketing

Professional Experience

VP of Marketing | Sunrise Organics & Naturals (Sunfood Superfoods) | 2025–Present

- Directed DTC marketing and e-commerce growth strategy across paid media, retention, creative, SEO, and conversion optimization.
- Led a company-wide migration from BigCommerce to Shopify, overseeing vendors, analytics, SEO preservation, and site optimization.
- Led paid media strategy and agency oversight, contributing to a 600%+ increase in Meta ROAS and 18x growth in paid social revenue.
- Directed creative strategy across web, email, social media, and paid advertising, establishing a more cohesive premium brand experience.
- Spearheaded a comprehensive brand refresh across packaging, website, email, social media, and paid advertising.
- Leveraged AI-powered workflows to accelerate content creation, creative development, and marketing operations.

VP of Marketing | Healthy Life Enterprises (GetHealthy) | 2023–2025

- Led marketing strategy for a SaaS-enabled healthcare commerce platform serving practitioners, wellness brands, and health entrepreneurs.
- Directed brand positioning, messaging, and go-to-market initiatives, including development of the GH Script dispensary platform.
- Built scalable lead generation and marketing automation programs using HubSpot and HighLevel, increasing qualified leads by XX% and improving conversion performance.
- Led practitioner acquisition and engagement initiatives across paid media, webinars, events, influencer partnerships, and marketing programs supporting 350+ wellness brands.

Sr. Director of Marketing | Clearwater Benefits | 2023–2024

- Managed marketing operations, creative teams, and project workflows supporting corporate and partner brands.
- Launched the Rising Tide brand, leading branding, marketing strategy, and business development initiatives.

Interim CMO | Weyo | 2022

- Developed marketing strategy, launch planning, competitive analysis, and pricing recommendations during a 3-month executive engagement.
- Led brand messaging, website development, and digital marketing planning to support market launch.

Sr. Director of Marketing | Accelerate360 | 2020–2022

- Led a distributed marketing team supporting multiple consumer brands and e-commerce initiatives.
- Managed 100+ brand partnerships and integrated marketing campaigns across digital, social, editorial, and advertising channels.
- Launched new consumer brands and supplement lines while driving customer acquisition and revenue growth.

Brand Manager | Lakeshirts | 2019–2020

- Launched the Reserve84 apparel collection, securing 60+ retail accounts post-launch.
- Drove 900% organic brand growth through strategic marketing, merchandising, and partnership initiatives.
- Led product merchandising, brand development, and manufacturing partner coordination.

Director of Sales & Marketing | ROAM Adventure Co. | 2017–2019

- Co-founded and scaled an outdoor adventure brand, quadrupling sales within one year.
- Built strategic partnerships, dealer relationships, and marketing programs that expanded national distribution and website traffic.

Director of Marketing | Feniex Industries | 2015–2018

- Led multi-channel marketing initiatives that contributed to \$3M+ in sales growth.
- Increased social media reach and engagement by more than 200%.
- Managed product launches, events, partnerships, and video content production to drive brand awareness and customer acquisition.

Education

San Diego State University | Bachelor of Science, International Business

Awards & Certifications

- Team Player of the Year, Accelerate360 (2021)
- CMEG Professional Presentation Skills Certification
- Neuro-Linguistic Programming (NLP) Practitioner & Coach