

## Kat Dara

**Summary:** Accomplished marketing leader and project manager with expertise in strategy development, branding, content creation, and event production. Proven track record of driving revenue through innovative multi-channel marketing strategies, building strong partnerships, and leading high-impact campaigns that fuel business growth.

**Skills:** Marketing Strategy | Branding | Content Creation | Sales & Business Development | Paid Advertising & Social Media | Event Production | Project Management & Leadership

### Experience

#### VP of Marketing, Healthy Life Enterprises (2023- 2025)

- Led multi-channel strategy to grow practitioner network and drive revenue, including paid ads, lead gen, influencers, webinars, and events.
- Directed brand strategy, messaging, and visual identity updates, including website layout to improve user experience and conversions.
- Developed positioning, messaging, and go-to-market strategy for upcoming **GH Script** dispensary platform.
- Built sales enablement tools and automation in HubSpot and High Level to improve lead nurture and conversions.
- Managed campaigns for 350+ brands, boosting product adoption, cross-category sales, and practitioner engagement.

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

- Managed marketing projects for corporate and partner brands, overseeing a team of designers and writers.
- 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.
- Launched the Rising Tide brand, handling branding, marketing, and business development.

#### Interim CMO, Weyo (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.
- Managed digital marketing budget and developed advertising and social media strategies.
- Led new website development 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, driving successful launches of UsNow.com and LifeToGo.com.
- Delivered immediate results through high-impact digital and print marketing campaigns, resulting in a rapid promotion and recognition as "Team Player of The Year" (2021).
- Managed 100+ brand partnerships and created high-impact digital editorial, ad, and social media campaigns.
- 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)**

- Launched the Reserve84 collection, opening 60+ retail accounts post-launch.
- Managed all sales, marketing, social media, and events, driving brand growth by 900% organically.
- Developed and merchandised the women's line, aided with brand development, and acted as a liaison between contractors and manufacturing.

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

- Co-founded and built a successful adventure gear brand, quadrupling sales within a year through strategic partnerships and marketing campaigns.
- Managed dealer relationships and digital marketing, driving record website traffic and expanding a national network of accounts.

**Director of Marketing, Feniex Industries (2015-2018)**

- Led multi-platform marketing campaigns that increased sales by \$3M+ and expanded social media presence by 200%.
- Managed product launches, events, and key partnerships, boosting product adoption and growth.
- Produced video content as a brand spokesperson, enhancing customer engagement.

**Education**

San Diego State University — Bachelor of Science, International Business

**Awards, Training & Certifications**

- CMEG Professional Presentation Skills: Expert in live hosting, teleprompter reading, media interviews, and green screen production.
- Accelerate360: Team Player of the Year 2021
- Neuro-Linguistic Programming — Practitioner and Coach
- United States Parachute Association — Licensed skydiver
- United States Polo Association