KAT DARA

MARKETING EXECUTIVE | Brand • Creative • Integrated Marketing • E-Commerce

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Executive Summary

Marketing executive with 15+ years of experience building brands and leading integrated marketing across CPG, wellness, SaaS, and lifestyle companies. Experience spans brand and creative strategy, e-commerce, go-to-market, product launches, customer acquisition, and cross-functional team and agency leadership.

Core Expertise

Marketing Strategy • Integrated Marketing • Brand Strategy • Brand Marketing • Creative Strategy • E-Commerce • Digital Marketing • Go-To-Market Strategy • Product Launches • Team & Agency Management • Cross-Functional Leadership • Project Management • Partnerships • AI-Powered Marketing

Professional Experience

VP of Marketing | Sunrise Organics & Naturals (Sunfood Superfoods) | 2025–2026

- Oversaw DTC marketing and e-commerce across paid media, retention, SEO, creative, lifecycle marketing, and conversion optimization.
- Improved Meta ROAS by 600%+ and grew paid social revenue nearly 18x through agency restructuring, creative testing, and performance optimization.
- Managed the migration from BigCommerce to Shopify, including development, analytics, SEO, subscriptions, and customer experience.
- Set brand and creative direction across packaging, website, email, social, paid advertising, campaigns, and product launches.
- Integrated AI into creative and marketing workflows to increase speed, output, and creative exploration.

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 to improve lead quality and conversion.
- 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 across corporate and partner brands.
- Oversaw integrated marketing projects from concept through delivery, including brand development, sales collateral, paid advertising, social, web, video, and events.
- Developed and launched Rising Tide, leading brand strategy, marketing, advertising, and business development.

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.

Director of Marketing & Sales | iFLY Indoor Skydiving | 2014–2015

- Managed sales and local marketing across corporate events, group experiences, STEM programs, partnerships, and community initiatives.
- Increased group sales by 25% month over month and developed new programs and partnerships, including a team-building partnership with Topgolf.

Director of West Coast & International Business | Original Retro Brand | 2007–2012

- Managed 200+ retail accounts and international distributors across the U.S., Asia, Europe, the Middle East, and Australia.
- Grew sales 300% in Asia over three years and managed $1.5M+ in annual international sales.

Education

San Diego State University | Bachelor of Science, International Business