DARA LARSEN

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SUMMARY OF QUALIFICATIONS

- Marketer who plans campaigns around clear goals and reports honestly on results.
- Experience across 2 employers, most recently as Marketing Manager at Brightline Agency.
- Comfortable across email, social and events.
- Known for clear communication with colleagues and for following work through to the end.

EDUCATION

University of Texas at Austin — **Austin, TX**
BA Marketing — *2022*

PROFESSIONAL EXPERIENCE

Brightline Agency — **Austin, TX**
Marketing Manager — *Oct 2025 – Present*

- Briefed and managed two freelance designers.
- Planned and delivered weekly campaigns across email and social channels.
- Organised a customer webinar series with over 600 sign-ups.
- Planned the annual content calendar with sales and product.
- Built the monthly marketing report from web and CRM data.

Brightline Agency — **Austin, TX**
Marketing Executive — *Oct 2024 – Jul 2025*

- Managed a small paid-social budget and cut cost per lead by a fifth.
- Reported monthly on channel performance to the leadership team.
- Ran three trade-show stands, from booking to follow-up.
- Wrote product pages and case studies with the sales team.

INITIATIVES

Brand refresh

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

Customer story series

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

TECHNICAL SKILLS

General: Microsoft Office, Canva, HubSpot, Google Analytics
Languages: English (Native), Spanish (Conversational)

CERTIFICATIONS

- Google Analytics Certification
- CIM Certificate in Professional Marketing

EXTRA-CURRICULAR ACTIVITIES

- Organiser of a monthly running club with around 30 members.
- Treasurer of a local sports club, keeping the accounts and membership list.
- Volunteer at a local food bank twice a month.

REFERENCE

Quinn Khan
Engineering Manager, Brightline Agency
Contact: quinn@example.com