



DAGO GARCIA

MARKETING &
CREATIVE PROFESSIONAL

CONTACT ME

- 1006 Banister Lane #1104
Austin, TX 78704
- 713.885.1927
- workwithdago.com
- dagogarcia.com

QUALIFICATIONS

- Strategic thinker dedicated to creating data-driven initiatives that align with business goals
- Experience leading cross-functional teams and implementing productivity-enhancing processes
- Successful track record of managing marketing campaigns from creation to implementation through multiple channels
- Practical knowledge of social media and community management
- Experience in maintaining great vendor relationships
- In-depth knowledge of fundraising and event planning

WORK EXPERIENCE

Better Business Bureau serving the Heart of Texas

Creative Manager..... January 2018 - Present
Marketing Project Manager..... May 2017 - January 2018
Marketing Coordinator..... Nov. 2014 - May 2017

- Lead and direct the design, copywriting, and production of print and digital assets used for advertising and marketing to generate brand awareness, engagement, and conversions
- Oversee creation of art, photo, video, and print and digital layout design
- Supervise departmental workflow to ensure quality and timely delivery of all print and digital collateral
- Ensure brand guidelines and standards are upheld through design and brand language
- Track KPIs and suggest tactical changes in order to meet organizational goals
- Manage relationships with media buyers, vendors, and contractors to ensure timely delivery and quality of work
- Create and implement strategies for various social media platforms to drive engagement, link clicks, and action
- Monitor departmental budgeting and spending

Workers Assistance Program

Event and Contract Manager..... Feb. 2012 - Nov. 2014

- Planned and executed conferences and fundraising events
- Developed and maintained relationships with vendors, hotels, venues, print houses, and speakers
- Implemented best practices for out-dated social media pages
- Produced fundraising events for grant-funded programs and Workers Assistance Program
- Ensured that WAP's grant-funded programs met performance measures, invoiced accurately, and accurately reported services

AWARDS AND RECOGNITION

Bronze Anvil Awards

Award Of Commendation
Trust Talk Magazine

Austin American-Statesman (2015)

Social Media Awards Top 10

Hermes Awards (2018)

Platinum Award/ Publication
Trust Talk Magazine
Platinu, Award/ Annual Report
2018 Annual Report
Gold Award/ Social Media Page
Facebook

The Communicator Awards (2018)

Award of Excellence
2017 Billboard Campaign
Award of Distinction
2018 BBB Annual Report

Davey Awards (2018)

Silver Award/ Design & Print Collateral
BBB Trust Talk Magazine

The Marcom Awards (2018)

Platinum Award/ Publications
BBB Trust Talk Magazine FW18

EDUCATION

St. Edward's University

2010 - 2012
 Master of the Liberal Arts

St. Edward's University

2004 - 2008
 Bachelor of Arts in History