

DAGO GARCIA

MARKETING & CREATIVE PROFESSIONAL

CONTACT ME

713.885.1927

workwithdago@gmail.com

dagogarcia.com

EDUCATION

St. Edward's University

2010 - 2012

Master of the Liberal Arts

2004 - 2008

Bachelor of Arts in History

QUALIFICATIONS

Strategic thinker passionate about creating data-driven initiatives that align with business goals

Experience leading cross-functional teams and implementing productivity-enhancing processes

Successful track record of creating and implementing integrated marketing campaigns

Reputation of fostering a collaborative and nurturing work environment

Experience in maintaining great vendor relationships

In-depth knowledge of fundraising and event planning

Practical knowledge of community building and social media

ABOUT ME

My experience includes planning and executing high-performing marketing campaigns, creative services management, design, content marketing, and event planning. I love a good cause and have worked almost exclusively with nonprofits both full-time and as a freelancer. I'm passionate about everything I do and love to foster a culture of fun, expression, and results.

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 campaigns to generate brand awareness, engagement, and conversions
- Digital marketing campaigns often returned higher than average CTR and lower bounce rates
- Managing editor of organization's magazine publication *Trust Talk Magazine*
- Oversee creation of art, photo, video, and print and digital layout design
- Guide interior design projects for new office space
- 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
- Lead social media team in content creation and ad spending
- 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 ManagerFeb. 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 on a shoestring budget
- Ensured that WAP's grant-funded programs met performance measures, invoiced accurately, and accurately reported services
- Liaised with program funders and stakeholders

SKILLS

Creative Services Management
Process Implementation
Inbound Marketing
Email Marketing
Writing/Copy Editing
Content Creation
Social Media Management
Event Management
Adobe Suite
HTML/CSS
Basecamp

AWARDS & RECOGNITION

PR Daily Nonprofit Awards

- Finalist (2018)/ External Publication/
Trust Talk Magazine

Bronze Anvil Awards

- Award Of Commendation (2018)
Trust Talk Magazine

Austin American-Statesman

- Social Media Awards Top 10 (2015)

Hermes Awards

- Platinum Award (2018)/ Publication/
Trust Talk Magazine
- Platinum Award (2018)/ Annual
Report/ 2018 Annual Report
- Gold Award (2018)/ Social Media
Page/ Facebook

The Communicator Awards

- Award of Excellence (2018)
2017 Billboard Campaign
- Award of Distinction (2018)
2018 BBB Annual Report

Davey Awards

- Silver Award (2018)/ Design & Print/
BBB Trust Talk Magazine

The Marcom Awards

- Platinum Award (2018)/ Publications/
BBB Trust Talk Magazine FW18

OTHER EXPERIENCE

Breakfast for Dinner Podcast

Co-host/Producer..... October 2013 - July 2018

- Produced and hosted a weekly podcast on current events and topics of the day
- Cultivated a community and following through collaboration with other shows and active conversations on social media
- At its height, BFDPOD generated thousands of downloads monthly, developed a loyal following internationally, and generated engagement and conversations online

Contract Work

Freelancer..... January 2010 - Present

- Designed logo and social media content for NYC-based nonprofit organization Chant Bank
- Worked with several independent podcasts on website development, SEO, content, branding, and merchandising initiatives
- Provided layout services for children's book *Words Without Rhymes*
- Planned and created website content and layout for The Washington Team Keller Williams Realty
- Wrote for English-based *Own Goal Podcast and Blog* about Major League Soccer and Premier League
- Produced sports content for *Hilltop Views* the St. Edward's University student newspaper

PRESENTATIONS

"APL Makes: Podcasting" | Austin Public Library

Panelist.....Aug. 2018

"Planning a Cost-Effective Event" | Texas CASA

Presenter.....Sept. 2014

GREATEST HITS

Led an overhaul of BBB's business-facing marketing assets including welcome and renewal packets, handouts, email templates, and presentation decks. Transformed BBB Austin into a leader in the design and content creation space throughout the system.

Assets created for campaigns in 2015, 2016, and 2018 generated millions of impressions, CTR above the industry average, lowered bounce rates, and created leads for members and BBB.

Over five conferences and executive meetings at Workers Assistance Program, I consistently delivered high-quality events at tens of thousands of dollars under budget.