



# DAGO GARCIA

713.885.1927 | workwithdago@gmail.com | dagogarcia.com

## ABOUT ME

My experience includes planning and executing high-performing marketing campaigns, creative services management, design, and content marketing. I love a good cause and have worked almost exclusively with nonprofits both full-time and as a freelancer. I love telling a story and fostering a culture of fun, expression, and results.

## EXPERIENCE

- Strategic thinker who creates 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 business-friendly vendor relationships
- In-depth knowledge of fundraising and event planning

## SKILLS

Fluent in Spanish  
 Creative Services Management  
 Process Implementation  
 Inbound Marketing  
 Writing/Copy Editing  
 Social Media Management  
 Event Management  
 Adobe Suite  
 HTML/CSS

## EDUCATION

St. Edward's University  
 Master of the Liberal Arts, 2012

## WORK EXPERIENCE

### Better Business Bureau serving the Heart of Texas (Austin, TX)

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

- Lead and direct the design, copywriting, and video production of assets used for advertising and marketing campaigns
- Create and monitor content marketing strategies to generate brand awareness, engagement, and conversions from social media to digital and traditional advertising campaigns
- 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
- Managing editor of organization's magazine publication *Trust Talk Magazine*
- 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
- Lead interior design projects for BBB regional offices across Texas
- Monitor departmental budgeting and spending

### Workers Assistance Program (Austin, TX)

*Event and Contract Manager* ..... February 2012 - November 2014

- Planned and delivered 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 WAP
- Ensured that WAP's grant-funded programs met performance measures, invoiced accurately, and accurately reported services

## GREATEST HITS

I overhauled BBB's B2B and B2C marketing assets and transformed BBB Austin into a leader in the design and content creation space throughout North America.

From concept to implementation, created campaigns in 2015, 2016, 2018, and 2019 that generated millions of impressions, delivered above average CTRs, lowered bounce rates, and created leads for members and BBB.