

Dara Farrar

Forest, VA • dara.farrar@mail.com • 434-941-8950 • linkedin.com/in/dara-farrar
Marketing Strategist | Digital Growth | Brand & Experience Design

SUMMARY

I approach marketing as a system—focusing on how messaging, user experience, and distribution work together to move people from awareness to action. My work centers on bringing structure and clarity to businesses that have outgrown fragmented marketing efforts, with a strong emphasis on how users experience and move through content.

CORE SKILLS

Marketing Strategy • User Experience (UX) Strategy • Customer Journey Mapping
Content Flow & Conversion Design • Brand Messaging • Digital Campaign Strategy
Website Experience Optimization • Email Marketing • Social Media Strategy
Lead Generation • Analytics & Performance Tracking • Budget Planning & Forecasting

PROFESSIONAL EXPERIENCE

Owner & Marketing Strategist

Integrity Design Marketing | 2018 – Present

I partner with businesses to bring structure, clarity, and direction to marketing efforts that have become fragmented or inconsistent.

- Identify gaps in visibility, messaging, and conversion, then build strategies that create a clear path from first touchpoint to engagement
- Translate business goals into connected campaigns across email, social, and web—ensuring alignment in both message and experience
- Develop messaging frameworks that help audiences quickly understand what is offered, why it matters, and what action to take
- Structure marketing as a user journey—designing content and materials that reduce friction and guide audiences naturally toward action
- Lead content strategy and execution across platforms, ensuring consistency in brand voice and performance
- Develop, align, and manage marketing budgets, ensuring spend supports strategic priorities
- Track performance and forecast outcomes, adjusting campaigns and allocation based on data and results

Content & Thought Leadership

- Led production and content strategy for the “It’s About Language” podcast
- Translate complex ideas into clear, engaging content aligned with organizational voice and audience needs
- Shape messaging in collaboration with leadership to ensure consistency across communications

Owner & Photographer

Picture It Sold Real Estate Media | 2018 – Present

Built on the idea that the first showing happens online, I focus on how visual presentation influences attention, perception, and engagement.

- Produce real estate photography designed to increase visibility and engagement across listing platforms
- Guide agents in presenting properties through intentional visual storytelling
- Align media with buyer search behavior to support stronger first impressions and increased interest
- Position visual media as a strategic tool in the buyer journey, reinforcing that first impressions happen online

Dara Farrar

Forest, VA • dara.farrar@mail.com • 434-941-8950 • linkedin.com/in/dara-farrar

Marketing Strategist | Digital Growth | Brand & Experience Design

PROFESSIONAL EXPERIENCE CONT'D

Marketing & Communications Strategist (Contract / Consultant)

Joint National Committee for Languages (JNCL) | 2024– Present

- Lead marketing and communications strategy for national advocacy initiatives, including Language Advocacy Days (LAD), aligning messaging, audience experience, and distribution to drive engagement
- Structure campaigns across email, social, and web to create a clear, cohesive journey from awareness to participation
- Manage attendee communication systems, ensuring clarity across registration, scheduling, and event logistics for a nationwide audience
- Develop content frameworks and toolkits that support partners and stakeholders in extending campaign reach and maintaining message consistency
- Collaborate with leadership to align communications with organizational priorities, ensuring consistency across all public-facing channels
- Support planning and execution of large-scale events, focusing on how communication and experience design influence participation and outcomes

Marketing & Auction Support

Counts Realty & Auction Group | 2016-2018

- Supported the transition from traditional, tactic-driven marketing to a more structured, digital-first approach—aligning messaging, audience behavior, and distribution channels
- Contributed to the development of campaign strategies for real estate and personal property auctions, ensuring consistency across email, digital ads, and listing platforms
- Structured marketing efforts to better reflect how buyers discover and engage with auction properties online, improving clarity and participation pathways
- Managed execution across campaigns while maintaining alignment with overall strategy, ensuring messaging remained consistent across all touchpoints
- Supported budget development and allocation decisions, aligning marketing spend with campaign goals and expected reach
- Tracked campaign performance and contributed to forecasting, using data to inform adjustments in targeting, messaging, and spend
- Helped establish a more data-informed approach to campaign planning, moving efforts away from one-off tactics toward repeatable, scalable processes

LEADERSHIP & GOVERNANCE

Board President (Volunteer)

Residential Community Association

- Provide governance oversight with a focus on financial accountability, risk awareness, and long-term planning
- Lead annual budget development, reserve planning, and cost-control decision-making
- Partner with property management to ensure regulatory compliance and operational transparency

EDUCATION

B.S., Business Administration (Marketing) – Strayer University

A.A.S., Communication Design – Central Virginia Community College

Certificate – Photography

TOOLS & PLATFORMS

Google Analytics • Meta Ads Manager • Constant Contact • WordPress

Ocoya • Canva • QuickBooks • Aryeo • CRM & Marketing Automation Tools