



DARA FARRAR

Forest, VA | 434-941-8950 | dara.farrar@mail.com | LinkedIn: dara-farrar | darafarrar.com

Marketing Strategist | Communications Leader | Business Growth
Strategy • Brand • Customer Experience • Integrated Marketing • Growth

PROFESSIONAL PROFILE

Marketing strategist and communications leader with 20+ years of professional experience spanning corporate environments, entrepreneurship, marketing, communications, and business growth. Over the past decade, focused on developing strategies that strengthen positioning, audience engagement, customer experience, and growth. Combines strategic thinking with hands-on execution across brand, digital and traditional marketing, content, web, advertising, events, and analytics. Partners with executives and business owners to turn business objectives into practical, measurable marketing initiatives.

CORE EXPERTISE

Marketing Strategy & Planning • Brand Positioning • Integrated Campaigns • Customer Journey & Conversion • Digital & Traditional Marketing • Marketing Communications • Content Strategy • Lead Generation • Website & UX • Budget Planning • Analytics & Performance • Executive Collaboration

PROFESSIONAL EXPERIENCE

OWNER & MARKETING STRATEGIST | INTEGRITY DESIGN MARKETING

Forest, VA | 2018–Present

Provide strategic marketing leadership and hands-on execution for small businesses and organizations, serving as an outsourced marketing partner from strategy development through implementation and performance analysis.

- Develop integrated marketing strategies translating business objectives into campaigns across web, email, social media, digital advertising, content, and traditional channels.
- Identify gaps in positioning, messaging, customer experience, visibility, and conversion and develop strategies to address them.
- Build customer journeys, brand messaging, content strategies, websites and campaigns that move audiences from awareness to action.
- Manage marketing budgets and campaign performance, using results to refine targeting, channels, messaging, and resource allocation.
- Partner directly with executives and business owners to establish priorities, solve marketing challenges, and manage initiatives from strategy through execution.

MARKETING & COMMUNICATIONS STRATEGIST | JNCL-NCLIS

Contract Consultant | 2025–Present

Lead marketing and communications strategy for a national organization, supporting advocacy, programming, stakeholder engagement, and major national initiatives.

- Direct integrated communications across email, social media, web, digital content, and stakeholder channels.
- Develop communications strategy for Language Advocacy Days and other national initiatives, guiding audiences from awareness through participation and follow-up.
- Create messaging frameworks, campaigns, resources, and toolkits that extend reach while maintaining consistent organizational messaging.
- Partner with executive leadership on communications, major events, participant experience, sponsor visibility, and audience engagement.



DARA FARRAR | MARKETING STRATEGIST & COMMUNICATIONS LEADER

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PROFESSIONAL EXPERIENCE CONT'D

OWNER & REAL ESTATE PHOTOGRAPHER | PICTURE IT SOLD REAL ESTATE MEDIA

Forest, VA | 2018–Present

- Provide professional real estate photography and visual marketing while advising agents on property presentation and storytelling.
- Align visual media with buyer search behavior and the broader digital customer journey.
- Built and manage the business from client acquisition through pricing, scheduling, service delivery, marketing, and customer relationships.

MARKETING CONSULTANT | COUNTS REALTY & AUCTION GROUP

Lynchburg, VA | 2016–2018

- Developed and executed marketing strategies for real estate and personal property auctions, aligning campaigns with sales objectives.
- Managed budgets and coordinated campaigns across web, social media, digital advertising, email, and property listing platforms.
- Used campaign data and audience behavior to refine targeting, messaging, channels, and marketing investments.
- Collaborated with sales and auction teams while helping transition marketing toward a structured, digital-first, data-informed approach.

SR. ADMINISTRATIVE ASSISTANT & TRAINING COORDINATOR | GENWORTH FINANCIAL

Lynchburg, VA | 2005–2016

Progressed through multiple roles during an 11-year corporate career spanning Process Excellence, executive leadership, Risk & Enterprise Services.

- Promoted from Administrative Assistant to Senior Administrative Assistant, supporting increasingly senior leadership, including the CEO team and Senior Vice President of Risk & Enterprise Services.
- Transitioned to Risk Management's training organization, coordinating training programs, communications, logistics, and employee development initiatives.
- Managed internal web content and supported communications and cross-functional initiatives across multiple business areas.
- Planned and coordinated corporate and community events, including significant involvement with Genworth's participation in the Virginia 10 Miler.

EDUCATION

B.S., Business Administration — Marketing | Strayer University

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

Certificate, Photography | Central Virginia Community College

MARKETING TECHNOLOGY

Google Analytics • Meta Ads Manager • Constant Contact • WordPress • Canva • Adobe Creative Suite • CRM & Marketing Automation • QuickBooks • Aryeo