

Lara Darvie, M.A.

Global Marketing Consultant
Lara Darvie Enterprises, LLC

ldarvie@laradarvie.com | (973) 610-7609
linkedin.com/in/laradarvie

Professional Summary

- Global marketing leader capable of building marketing functions and delivering results across cultures and departments
 - Adept at managing complex relationships using emotional intelligence, adaptability, and influence as a cross-functional liaison with clear, confident communication throughout
 - Exceptional team-builder and mentor, able to prioritize, design, and execute high-impact end-to-end solutions that facilitate growth and reinforce the organizational mission
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Areas of Expertise

Partnership Development | Brand Storytelling | Strategic Planning and Execution | Coaching and Mentoring
Content Development and Messaging | Distilling Complex Topics | Cross-Cultural Communication
Project and Program Management | Hiring and Training

Professional Experience

Consultant, Marketing Communications | *Lara Darvie Enterprises, LLC (f.k.a. SMS)* January 2010 - Present

Global marketing expert driving successful storytelling in health & wellness, and environmental & social impact

Past Clients: Pfizer, Sirius Computer Solutions, Novartis Oncology

- Consult with clients on go-to-market strategies and innovative marketing initiatives that deliver powerful and concise messaging to achieve organizational goals
- Served as primary point of contact for Google Cloud partners seeking guidance on utilizing the Google ecosystem in order to drive adoption through partner alliances and ecosystem development
- Conduct research and messaging for new products/services to ensure accelerated decision-making for clients
- Collaborate with cross-functional stakeholders across organizations for maximum alignment and long-term partnership
- Orchestrated successful launch of IT Solutions provider's Google Cloud Partnership, which included go-to-market plans for existing and new clients in two US territories
- Initiated 20+ digital projects on time and on budget in support of key brands while navigating complex matrix organization
- Created comprehensive pitch deck for financial investment firm resulting in new business wins worth \$1M+ in one quarter
- Project-managed development and launch of nine websites for clinical trial patients and integrated social media tactics to drive traffic and bolster enrollment for healthcare industry client
- Held accountability for \$1.5M client budget and managed teams of 15+ through the execution of marketing projects
- Negotiated international security requirements for global project while directing unanticipated creative review

Head of Marketing and Communications | *Prometheus Materials*

January 2022 - December 2022

Prometheus Materials delivers sustainable building materials that accelerate the world's transition to a carbon-negative future

- Spearheaded public relations for Series A launch by utilizing effective storytelling and comprehensive PR strategies, resulting in 80 press mentions within 10 weeks, including coverage in prestigious outlets such as TIME, NPR, and ABC News
- Assembled cross-functional team of 10 and coached them daily to deliver on Public Relations, Branding/Creative, Social Media/SEO, and CRM initiatives
- Collaborated with marketing team from key investor, Microsoft, to develop social media marketing video series initiative
- Defined and executed marketing strategy, branding, messaging, marketing infrastructure, assets, and investor relations

Director of Marketing | *66degrees (f.k.a. Qwinix Technologies)*

March 2019 - March 2020

66degrees modernizes clients' infrastructure, apps, data, and day-to-day collaboration using Google Cloud

- Devised key strategy which established Google Cloud Premier Partner status within six months, overdelivering on required certifications by 160% and garnering attention from Google Cloud leadership
- Onboarded CEO and key staff through training on partnership management, solidifying status as Google ecosystem leader
- Led content development, lead generation, and pipeline, through collaborative relationships with sales teams and SMEs
- Developed marketing and partner strategy and execution for B2B multi-channel campaigns across three markets
- Drove cloud adoption through partner alliances and ecosystem development (Google Cloud, Amazon AWS, MS Azure)
- Spearheaded thought leadership to establish SME credibility through blogs, educational/community events, webinars, social, and case studies

Founder | *HorsePowered Teams*

January 2017 - April 2019

- Designed innovative professional development curriculum, including experiential workshops and retreats focused on innovation, workplace creativity, accelerated decision-making, and boundary-setting
- Facilitated quarterly development workshops and retreats in New York and Colorado for C-level executives

Co-Founder & Chief Marketing Officer | *City Scenic (f.k.a. Landmark Event Services)*

June 2002 - August 2010

- Raised \$2.4MM capital, receiving funding offers from two banks to launch full-scale event production company that won multi-year contracts with high-profile clients (e.g. Microsoft, Macy's, Johnny Walker, NBA, Diageo)
- Launched company through extensive marketing and business development initiatives which included partnership development, grassroots marketing, PR initiatives, and a televised segment of MSNBC's "Your Business"
- Negotiated competitive contracts with clients to ensure 50-65% gross profit margin on projects and double-digit growth

Community Engagement

Member, NYC Chapter | *Entrepreneurs' Organization (EO)*

2005 - 2007

Volunteer | *Best Friends Animal Society*

2008 - 2010

Volunteer | *Luvn' Arms Animal Sanctuary*

2022 - Present

Education

M.A. Corporate & Public Communication | *Seton Hall University; South Orange, NJ*

Focus Areas: Corporate & Public Communication

B.A. Philosophy | *Rider University; Lawrenceville, NJ*

Activities: Phi Sigma Tau (International Honor Society in Philosophy)

Professional Certificate: IT Project Management (New Jersey Institute of Technology)