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Strategic brand marketer with proven success across B2C, B2B, and non-profit sectors. Expert in transforming consumer insights into high-impact targeted campaigns that build brand equity and market share. Track record of successful product launches and revenue-generating marketing initiatives, with particular strength in developing data-driven strategies and compelling content that resonates with target audiences.

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## Key Accomplishments

- Developed and implemented a new inventory management system for EMERGE driving a 40% cost reduction
- Expanded social media audience by 100% and increased engagement 68%
- Authored executive and student speeches for all organizational funding events
- Grew non-profit camp's enrollment by 40% from previous year, driving growth to full capacity
- Developed go-to-market plan for new company division that resulted in \$5 million additional revenue
- Created strategic plan for Saint Arnold Brewing to create focus, priorities and build new product pipeline

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## Professional Experience

### Managing Director Brand Strategy & Communications – EMERGE

2024

Non-profit organization with a mission of creating college access equity for low-income, high performing high school students

- Developed and implemented a new inventory management system for EMERGE driving a 40% cost reduction
- Expanded social media audience by 100% and increased engagement 68%
- Authored executive and student speeches for all organizational funding events
- Created brand consistency throughout the organization to strengthen EMERGE's brand equity
- Implemented streamlined purchasing process resulting in a 7% in cost reduction
- Developed marketing strategy and plan consistent with growth goals

### Independent Consulting

2023

- Hennessey Group: Analyzed consumer qualitative research to create positioning recommendations for Ritual and Orgain brands

### Director of Brand Management – Saint Arnold Brewing Company

2022

Oldest craft brewer in Texas with retail, on site restaurant and bar business, beer garden, and private event business line

- Led strategy process to create organization priorities and developed branding messages for Saint Arnold and all 15 of the individual brands
- Developed strategic framework and process for new product development and launches to set company priorities. Increase speed to market to 4 months and were successfully sold into major retail accounts
- Implemented quantitative and qualitative consumer research plan to gain consumer insights, improve decision making and product success rate. Launched two new brands based on consumer research and strategic plan

### Independent Marketing and Strategy Consultant

2008-2022

Helped small businesses, entrepreneurs, and non-profit organizations with strategy development, marketing, communications, and business development. Sample engagements include:

- Served as Camp Lantern Creek's Marketing Director for 3 years to develop marketing and social media strategy and create content for all digital marketing. In year 1, grew camp's customer base 45%. In year 2, grew campership by an additional 35% reaching full capacity and enabling 20% price increase. Expanded digital marketing platforms and created new content formats including videos, live sessions and Instagram story takeovers. New platforms and formats by 2X engagement and increased traffic to website by 18%
- Created an integrated marketing campaign for Parents Pivot that leveraged new campaign with Facebook, Instagram, LinkedIn and emails. Successfully drove registration from zero to full capacity ahead of deadline

- Developed branding, created marketing and sales materials for a startup commercial real estate investment group, Axiom Management Company. Included company name and logo and property rebranding. Today company equity exceeds \$13 million.

#### **Axiom - Marketing Consultant**

**2003-2004**

Startup subsidiary to create new financial trading platform for JM Huber Corporation, a global energy company.

- Led marketing for startup brand and subsidiary. Developed go-to-market strategy including brand development, hiring and onboarding advertising agency, and creating marketing collateral

#### **Proxicom - Marketing Director**

**1999-2002**

Interactive agency that developed custom-tailored interactive and web-enabled solutions for Global 1000 companies.

- Launched energy sector marketing and Houston office with go-to-market strategy. Established firm as thought leader in industry through marketing and public relations campaign. Sector contributed \$5million revenue

#### **Previous Work Experience**

**Barton Associates – Executive Recruiter for Consumer-Packaged Goods clients**

**M&M Mars - Brand Manager, Foods Division**

**Proctor & Gamble – Beauty Care, Assistant Brand Manager**

#### **Education**

**University of Texas – McCombs School of Business**

- Master of Business Administration
- Bachelor of Business Administration, Business Honors Program

#### **Volunteer & Community Experience**

**Rescued Pets Movement:** Expanded program capacity by creating events to recruit new foster parents for pets in need. Personally fostered over 175 animals over past 5 years.

**Deputy Voter Registrar:** Created and executed “Get Out the Vote” events targeting first-time voters.

**Lamar High School:** Created and implemented social media strategy using Facebook and twitter to improve parental involvement in school affairs. Raised \$90k for senior class activities.

**River Oaks Elementary: Vice President of PTO Ways & Means:** Coordinated fundraising efforts to raise \$40K for laptops.

#### **Software & Technical Proficiencies**

- Email marketing platforms: Constant Contact and Mail Chimp
- All social media platforms
- Canva graphic design
- IRI, VIP Sales Platforms
- Adobe Creative Suite
- Trello, Asana
- WordPress
- Salesforce
- Sprout
- Microsoft Office Suite
- Google Analytics

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