

Mara Van Nostrand | Houston, TX | 713-501-7759 | marajvan@gmail.com | <https://www.linkedin.com/in/marajvan/>

Passionate brand builder and marketer for B2C, B2B and non-profit organizations. Demonstrated success in leading successful marketing campaigns and driving growth by developing and implementing strategies to enhance brand equity and maximize market share. Strengths include leveraging consumer insights for creating growth and marketing strategies, creating highly targeted plans and content with a track record in building market share and driving revenue growth. Well versed in new product launches and go-to-market initiatives.

Key Accomplishments

- Grew non-profit camp's campership by 40% from previous year, driving growth to full capacity
- Developed go-to-market plan for new company division that resulted in \$5million additional revenue
- Created Strategic Plan for Saint Arnold Brewing to create focus, priorities and build new product pipeline

Professional Experience

Independent Consulting

2023

- Hennessey Group: Analyzed consumer qualitative research to create positioning recommendations for Ritual and Orgain brands
- Robyn Arouty Photography: Developing strategic plan and digital marketing strategy to convert engagement into revenue growth

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 to based on learning 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 start up 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

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

- Led marketing for start up 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, establishing firm as thought leader in industry through marketing and public relations campaign.
- Developed go-to-market strategy and wrote marketing communications for both Houston market and national energy practice. Collaborated with sales team to build client pipeline. 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, 1992
- Bachelor of Business Administration, Business Honors Program, 1988

Volunteer & Community Experience

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.

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

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.

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
- Social media platforms: Facebook, Instagram, (X) Twitter, LinkedIn, Threads, Tik Tok and Snapchat
- Canva graphic design
- Animoto video development
- IRI, VIP Sales Platforms
- Adobe Creative Cloud: Photoshop
- Trello
- Salesforce
- Sprout
- Slack
- Microsoft Office Suite
- GPT certification
- Google Analytics

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