

DARDEN MCDOUGAL

Brand Storyteller | Creative Project Manager | Content Strategist

SUMMARY

Strategic communications professional with experience in brand storytelling, campaign planning, and reputation-focused marketing across digital and traditional channels. Background includes hospitality and lifestyle brands, with a strong foundation in PR, content strategy, and cross-functional leadership.

PROFESSIONAL EXPERIENCE

Complex Senior Marketing Manager

Grand Hyatt Nashville, Nashville, TN | Oct 2024 - Present

- Lead a six-figure marketing budget and integrated campaigns for a flagship luxury brand, driving occupancy, visibility, and revenue growth
- Direct strategic marketing plans across digital, print, and social platforms while ensuring strict adherence to brand and policy standards
- Develop stakeholder-focused communications strategies informed by feedback, market trends, and risk considerations
- Cultivate partnerships with 30+ local media outlets and businesses to support brand visibility
- Serve as primary contact for reputation-sensitive issues, coordinating messaging across leadership and PR teams

Marketing Manager

Holston House, Nashville, TN | Aug 2023 - Oct 2024

- Conceptualized and executed community-facing engagement initiatives that strengthened brand reputation and generated \$47k+ in incremental revenue
- Guaranteed brand compliance of all internal and external materials
- Implemented marketing plans utilizing digital platforms and physical means to set strategic goals, maintain timelines and communicate needs and expectations across departments
- Collaborated with influencers, photographers, agencies and other professional contacts concurrently to manage projects
- Maintained and updated content across 6+ digital platforms including brand and outlet websites, increasing web engagement and booking conversions

Marketing Manager

Tennessee Wines, Nashville, TN | Dec 2022 - Aug 2023

- Amplified brand visibility for the association and provided marketing support to over 100 individual tasting rooms across diverse channels
- Spearheaded public-facing events to showcase Tennessee's agricultural products, enhancing consumer awareness and engagement
- Partnered with PR teams to support earned media efforts, including writing and pitching editorial content
- Leveraged the Tennessee Wine Trail to boost storytelling-based marketing, member sales and interactive consumer engagement

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ADDITIONAL PROFESSIONAL EXPERIENCE

Admissions Marketing Coordinator

Austin Peay State University, Clarksville, TN | Jan 2021 - Dec 2022

- Partnered with cross-functional teams to execute integrated campaigns targeting prospective and current students
- Reviewed and finalized all creative content for undergraduate, transfer, and dual enrollment admissions, ensuring consistency and brand alignment
- Rebranded two major university recruitment events, developing new messaging across all channels
- Grew university TikTok follower base to over 4,500, enhancing recruitment efforts and student communication

Brand Manager

RadioAlabama, Sylacauga, AL | June 2020 - Nov 2020

- Oversaw 20+ digital properties, including websites and social platforms, ensuring cohesive branding
- Authored and implemented new brand guidelines and a master media kit to unify marketing efforts across multiple radio stations
- Strengthened sales partnerships with local businesses via strategic meetings, copywriting, and design

Marketing Specialist

Chic Soul, Auburn, AL | Jan 2018 - May 2020

- Developed and led advertising campaigns for new projects, often handling multiple campaigns simultaneously
- Conducted market research to align messaging with target audiences, driving sales growth
- Enhanced SEO strategies, improving the company's visibility from page 2 to page 1 in Google search results for priority keywords

SKILLS/CERTIFICATIONS

- Strategic Communications & Brand Management
- Integrated Campaign & Content Strategy
- Creative Direction & Project Leadership
- Public Relations, Reputation Management & Media Collaboration
- Community Engagement & Partnership Development

EDUCATION

Auburn University – Auburn, AL

Bachelor of Arts in Public Relations

Major GPA: 3.64/4.0

CONTACT

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REFERENCES AVAILABLE UPON REQUEST