

# Latara Dragoo

Highly Skilled in All Facets of Publishing, Marketing, Business and Product Development, and Online Business Promotion

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## Professional Experience

Marketing Director and Assistant Publisher 2009 - 2019

DREAM COMMUNICATIONS, INC.

Responsible for crafting and maintaining marketing strategies and accompanying marketing materials including media kits, promotional advertisements, email blasts, product launch campaigns. Turned concepts into reality through research and development of new applications for clients achieve a greater success rate, and to open new channels of commerce. Defined strategy across all core business functions including product development, quality, sales and marketing.

- Designed and managed all marketing materials for the company.
- Cultivated and implemented marketing strategies to improve customer acquisition and retention.
- Developed and launched new products to increase company offerings and stimulate sales growth.
- Was instrumental in launching company website and introducing online marketing into the company's repertoire of services. Tasks included design, content, and functionality of website.
- Executed effective cost reduction initiatives that achieved 20% improvement to gross margins.
- Instrumental in building and launching multiple products, services and programs that resulted in a 35% increase in gross sales.
- Created multi-year business plans and budgets and provided comprehensive analysis of operational growth and revenue projections.
- Managed Business to Business relations and created strategic partnerships to increase revenue.

Editor-in-Chief 2006 - 2019

DREAM COMMUNICATIONS, INC

Oversaw all aspects of editorial content for publications, website, and social media platforms.

- Taking editorial concepts and running with them to completion.
- Tasks include creating an editorial calendar, sourcing content ideas, gathering materials or coordinating with source providers to collect materials for editorials, researching and writing content and editing final copy, designing layout, photo editing, and publishing final works in a timely manner.

Photographer, Photo Editor, Graphic Designer 2002 - 2019

DREAM COMMUNICATIONS, INC

Provided promotional and editorial content for publication and website.

- Photographing subject matter; whether it is a home for sale, a company or restaurant advertising their products or services, or travel destination or community for an editorial feature.
- Photo editing and optimization to prepare photos for publication.
- Graphic design and layout with proofing to clients for collaboration and approval of a final publishable piece, for advertising and/or editorial purposes.

## Summary

### Visionary leader

I'm currently an Assistant Publisher for a luxury real estate and lifestyle magazine. I've been in the publishing industry for over 16 years and have a deep understanding of all the aspects of publishing; I have extensive experience creating finished publications from scratch. I have a comprehensive understanding of the following aspects: market research and targeting, identifying topics of interest, researching relevant topics, writing and editing articles, photographing subject matter (whether architectural, landscape or portrait) editing and optimizing said photos, designing and building layouts, preparing the final pages for print, marketing and distribution of and for final publications, both locally and nationally.

- **Background in operations and business and project management;** distinguished for creative problem solving, cross-functional teams and a bottom-line orientation.
- **Offers innovative solutions to operational challenges** and leverages decisiveness to implement solutions while minimizing risk and maximizing performance.
- **Expert in transforming strategic plans into tactical initiatives** for national and international programs.
- **Team Management and Leadership acumen with analytical depth** to align operational efficiencies with corporate goals.

## Core Competencies

- Publishing
- Sales & Marketing
- Social Media & Content Marketing

Escrow Officer

1999 - 2002

## GLOBAL CAPITAL GROUP

Performed a variety of tasks necessary for the completion of property transactions, including purchases and refinances.

- Tasks included preparing escrow instructions, holding and disbursing funds, obtaining documentation for the close of loans, preparing title documents, obtaining parties' signatures on paperwork, holding property in trust while transactions are finalized.
- Responsible for gathering all necessary documents in order to close real estate transactions, requesting payoff statements, coordinating document signings, disbursing funds,
- Acted as liaison between title companies, lenders, borrowers and underwriters as a neutral party in order to facilitate timely and organized loan closings.

- Copywriting
- Creative Writing
- Photography & Photo Editing
- Graphic Design
- Logo Design
- Web Design
- Product Development
- Project Management
- New Business Development
- Continuous Improvement
- Strategic Partnership Relations
- Team Building & Training
- Branding
- Marketing Strategies

## Technical Skills

### Adobe Creative Suite:

Photoshop, Illustrator, InDesign, Acrobat, Premiere Pro, Lightroom

### Microsoft Office:

Word, Excel, PowerPoint

## Publications

**DREAM HOMES MAGAZINE - SAN DIEGO**

**DREAM HOMES MAGAZINE - INTERNATIONAL**

**DREAM HOMES MAGAZINE - LOS ANGELES**

**DREAM HOMES MAGAZINE - ORANGE COUNTY**

**DREAM HOMES MAGAZINE - CALIFORNIA**

**MEGA DREAM HOMES MAGAZINE**

**OPEN DREAM HOMES**

**VILLAGER NEWSLETTER**

**LIFE BY DESIGN MAGAZINE**

**LETTERS TO ME - Life Lessons I Wish I Knew**

## Take-Away

I am extensively knowledgeable in all aspects of publishing and marketing. I am creative in both hands-on artistic endeavors, as well as approaching business, financial, logistics, deadlines, and marketing challenges with outside-of-the-box solutions that are win/win for both company and client. Whenever I am confronted with a new problem, I am extremely adaptable and quick to learn a new skill, or delegate to a team member, to reach the end goal as effectively and efficiently as possible.

## Education and Certifications

**Business Management Certification,** University of California San Diego

**Marketing Certification,** University of California San Diego

**Professional Diploma in Photography,** Shaw Academy

**Associate of Arts,** Grossmont College

Certifications in Kindle & Digital Publishing and Promotion, Information Products & Online Courses, Facebook Marketing, Business Startup, SEO & Adwords from Udemy

## Social Media

Raising online and social media presence for business growth and brand recognition



- Facebook
- . Pinterest
- . Instagram
- . LinkedIn
- . Youtube
- . Twitter