

DARAIN C. GINYARD

129 Amberly Court, Columbia, SC 29212-803-477-6478

Ginyardd@gmail.com · www.DarainGinyard.com

Dynamic and results-driven marketing and creative professional with expertise in digital strategy, branding, and content development. Adept at building and maintaining relationships through strong interpersonal and communication skills. Passionate about integrating traditional and modern marketing techniques to drive brand awareness, engage audiences, and foster business growth. Proven ability to lead cross-functional teams, develop compelling visual content, and execute high-impact campaigns across multiple platforms.

PROFESSIONAL EXPERIENCE

NP Strategy | Creative Specialist

February 2022 – Present

- Collaborate closely with client teams to deliver strategic creative solutions, including graphic design, photography, and social media content development.
- Develop compelling visual and written content for client newsletters and social media platforms to enhance brand messaging.
- Oversee the creation and execution of external communication materials, ensuring brand consistency.
- Actively participate in strategy planning meetings to contribute creative insights and innovative marketing approaches.
- Coordinate freelance graphic designers, ensuring high-quality and timely deliverables.
- Serve diverse industries, including healthcare, technology, manufacturing, agriculture, government, energy, and community programming.

Contact: Jean Cecil Frick – Chief Operating Officer | 803-253-8232

Cooperative Health | Brand & Digital Coordinator (PRN)

October 2019 – Present

- Assist in the development and execution of the organization's annual marketing plan.
- Partner with the Director of Public Relations and Executive Officer to establish and analyze key performance metrics.
- Design and implement strategic marketing initiatives to support business objectives and brand growth.

- Develop and enforce brand guidelines to ensure consistency across all marketing materials.
- Produce high-quality print and digital collateral, including promotional materials and event assets.
- Create and manage digital content across digital platforms, increasing audience engagement and brand awareness.
- Capture and produce photo and video content to support internal and external communication efforts.
- Oversee website design updates, manage Google Business accounts for 28 locations, and optimize SEO strategies to improve digital presence.
- Analyze website and social media performance data, providing actionable insights to leadership.
- Manage vendor relationships to produce branded merchandise and maintain marketing collateral inventory.

Contact: Jennifer Glover-Hawkins | 803-210-9588

Columbia Fashion Week | Chief Marketing Officer

January 2022 – Present

- Lead and expand the marketing team, fostering creativity and innovation to align with business goals.
- Develop and execute comprehensive marketing strategies, driving brand visibility and audience engagement.
- Oversee the creation of content campaigns aimed at generating leads and enhancing brand recognition.
- Maintain an organized event calendar, conducting market research to optimize scheduling and maximize attendance.
- Build strong partnerships with local businesses and media outlets to enhance promotional efforts.
- Write and distribute press releases, coordinate publicity campaigns, and organize high-impact promotional events.
- Develop pricing strategies for ticket sales and sponsorships, maximizing revenue opportunities.
- Manage advertising campaigns across multiple channels, including social media, print, and digital media.
- Lead the design and development of marketing materials, including the COLAFW Digital Magazine and social media assets.
- Implement data-driven social media strategies to increase engagement, following, and community interaction.

Contact: Juliette Muller – Executive Director | 803-603-3860

The Men's Wearhouse | Formalwear Manager

June 2011 – January 2020

- Managed rental department operations, overseeing a team of 4-12 employees to ensure smooth execution of services.
- Led community outreach and marketing initiatives to drive brand awareness and local engagement.
- Served as Bridal Show Leader and Coordinator, organizing promotional events and strengthening partnerships within the wedding industry.
- Managed staff scheduling and workload distribution to optimize efficiency and service quality.
- Oversaw inventory management, ordering supplies, and ensuring timely fulfillment of customer rentals.
- Delivered high-level customer service, resolving issues and enhancing client satisfaction.
- Generated and analyzed rental business reports to drive operational improvements and sales growth.
- Provided employee training and mentorship, ensuring team members met performance and service standards.

EDUCATION

Southern New Hampshire University (2020)

Master's Degree in Mass Communications & Digital Marketing (4.0 GPA)

- Expertise in media strategy, digital tools, branding, and leadership communication.

University of South Carolina (2012)

Bachelor of Science in Exercise Science – Scientific Foundation, Minor in Psychology

SKILLS & EXPERTISE

- Digital Marketing Strategy
 - Branding & Visual Communication
 - Graphic Design & Photography/Videography
 - Content Creation & Social Media Management
 - Website Design & SEO Optimization
 - Event Marketing & Public Relations
 - Market Research & Audience Analysis
 - Google Business & PPC Campaigns
 - Leadership & Team Development
 - Project & Vendor Management
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CERTIFICATIONS

- Google Ads Display Certification
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COMMUNITY ENGAGEMENT

- Leadership Columbia (Class of 2026)
 - Alex English/ Let's Share Foundation Celebrity Golf Tournament | Marketing Lead (2025)
 - Vice Board Chair, One Columbia for Arts & Culture (2023 – Present)
 - Board Member, ColaFW Alliance (2022 – Present)
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LANGUAGES

- English (Native)
 - Spanish (Advanced to Fluent)
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