

# OSCAR LARA

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## MARKETING LEADER · BUILDS AND RUNS MULTI-MARKET PROGRAMS

Hands-on marketing leader with 18+ years building revenue-driving programs across financial services, franchise, and agency work. I build programs from the ground up and then run them, from lifecycle email engines and localized video to reputation systems and the day-to-day that keeps a small team moving. I am just as comfortable setting strategy as producing the work myself. Four promotions in seven years at a 150,000-member credit union, and most recently led a six-person team running marketing for a national franchise across 30 markets.

## CORE COMPETENCIES

Team Leadership & Cross-Functional Management · Multi-Market & Franchise Marketing · Lifecycle Email & Automation · Campaign Orchestration & Brand Compliance · Demand Generation & Lead Capture · Video Production & Localization · Reputation Management · Paid Media Strategy & Analytics · Web & CMS · AI-Assisted Workflows

## EXPERIENCE

### Marketing Director — TBM (Digital Marketing Agency) March 2023 – June 2026

Houston, TX · Direct report to agency owner

Led a six-person team across email, video, web, social, and paid media. Ran end-to-end marketing for a national generator franchise covering 30 full-service markets inside an 80-location, 23-state network. Owned strategy, hiring, brand standards, and the weekly rhythm that kept every channel in sync.

- **Ran monthly multi-market campaigns end to end**, locking in corporate brand approval, lining up launch dates across paid, email, and web, and keeping everything UTM tagged so each market was easy to measure.
- **Built the franchise lifecycle email program from scratch**, 30+ drip campaigns across sales, service, and post-purchase audiences with weekly sold and unsold list management. It scaled to 3.2M emails delivered, and one targeted send hit a 29.5% open rate, about 5x our average.
- **Built and ran a localized video program across 40+ markets**, directing shoots with on-camera franchise staff and turning core concepts into market-specific ads that drove 2.5M views and 22.5M impressions across paid campaigns.
- **Ran reputation as a real function**, holding a 4.8-star average across 9,400+ reviews with a response on every single one, plus a 92% answer rate on 1,800+ tracked inbound calls.
- **Directed a pipeline of 814 finished deliverables across 7 accounts** over 2.5 years. Campaigns I led drove market wins like a 53.5% lift in conversions and a 61.3% jump in clickthrough in Corpus Christi, plus a June 2026 storm response that scaled daily spend about 120% to catch outage demand.
- **Built self-serve tools that let 30 franchise owners market locally**, staying on brand with an asset-ordering hub and a 2026 web refresh led across 80 sites through several rounds of corporate approval.

### First Community Credit Union May 2016 – March 2023

Houston, TX · 150,000+ members · 4 promotions across 7-year tenure

### Assistant Vice President, Marketing Sep 2022 – Mar 2023

Led department of 8

- Led the full marketing department across digital, traditional, and community channels. Built weekly cross-channel reporting for leadership and set brand and quality standards across every channel.

### AVP, Digital Marketing Apr 2020 – Sep 2022

Led team of 5

- **Rebuilt the email program for 130,000+ subscribers** with behavior-based segmentation tied to daily banking data. Open rates more than doubled from 5% to 11.5%, and clickthrough went from 5.6% to 12.9%.
- **Helped build a digital strategy that generated \$1.7M a month** in new loan products. Led a full website redesign that is still live at fccu.org and built the company's first landing pages for paid media.

### Senior Multimedia Developer & Web Developer May 2016 – Apr 2020

- Brought social in-house and grew the audience 175% in one year. Ran event marketing at Houston Texans home games and led a digital-signage rollout across branches.

## TOOLS, EDUCATION & ADDITIONAL

Monday.com · Mailchimp · Looker Studio · Google Ads & Analytics · Call Rail · Meta Ads · Adobe Creative Suite · WordPress · Kentico CMS · Zapier · Claude / ChatGPT / Gemini / NotebookLM

**B.B.A. in Marketing, University of Houston** · **Eagle Scout, Boy Scouts of America**