

# professional profile

**DARA MULLINS ALLEN**, Marketing Strategy Manager

**Born:** 1987, Lexington, Kentucky

**Education:** Graduated from Miami University in Oxford, Ohio, in 2010 with a bachelor's degree in business (marketing)

**Family:** Husband, Ben, and son, Luke, 11 months

**Years in the Business:** I got "the bug" early, growing up around the Thoroughbred industry. As a kid, I did my homework in the Keeneland sales pavilion after school and spent nearly every weekend in April and October at the track. After graduating college, I began my career working in Thoroughbred advertising at The Bell Group. After working for 3½ years

in marketing with Big Ass Fans, things came full circle as I was fortunate to be offered a dream position in the marketing department at Keeneland in 2015.

**Career Highlights:** Representing Keeneland to the public through our digital and traditional media channels is a treat. I love sharing the Keeneland experience through the lens of our social media channels. Working with countless team members to oversee the launch of Keeneland's redesigned website at the beginning of 2018 was certainly one of the most rewarding projects I've been able to lead.

**Hobbies:** Most of my free time these days is spent with family

and friends. With an 11-month-old, every day is an adventure, watching our son grow and learn.

**What you enjoy about working at Keeneland:** When I joined the Keeneland team, it was truly the perfect opportunity, as it allowed me to blend my personal interests in racing and Keeneland and my professional interest in marketing. On top of that, I am able to work for an organization that I have admired since I was young, and am spoiled with a gorgeous setting and an incredible team that I work with every day. As a marketer, it is a privilege to work for a brand like Keeneland.

