

# Calah Vargas

## Whimsical and Strategic Marketer

### CONTACT

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### PROFESSIONAL EXPERIENCE

#### Manager, Developer Marketing | 2022–Current

Auth0, an Okta product

- Develops *creative and impactful* multi-channel marketing campaigns. Highlights include: a social video receiving 29k+ impressions, a paid digital campaign returning 22x impressions with a 2.2x CTR, and the creation and execution of the highest-attended event in SF historically
- Creates content for: product launches, blog posts, videos, social media, paid digital, email, customer testimonials, conferences, and events
- Has experience working with customers, partners, agencies, vendors, cross-functional teams, and influencers
- Leverages data to guide strategy through customer research, DevRel word of mouth, surveys, and more

#### Social Impact Program Manager | 2020–2022

Lob, direct mail API

- Crafted B2B comms around social impact and sustainability product offerings, including website and social copy, blog posts, help center guides, sales assets, use case resources, and presentations
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### EDUCATION

#### Chapman University

Bachelor of Arts in Political Science

- Thurgood Marshall Scholar

#### American University | Washington Semester Program

Concentration in Political Journalism

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### SKILLS

#### Developer Marketing

PLG, Self-Service, Startups, and Nonprofits

#### Content Creation

Copywriting, copyediting, scriptwriting, light video editing, short form content

#### Project Management

Campaigns, project tracking, data collection, documentation

#### Leadership

2025 Marketing Rising Star (1 of 8 company-wide), promotion in current role