

HENRY ROSAS-CURRY

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SUMMARY

Forward-thinking Marketing Executive with 20+ years of strategic leadership driving transformational growth across nonprofit, consumer, technology, and financial sectors. Proven track record of P&L management exceeding \$5M annually, with expertise in omnichannel marketing strategy and cross-functional leadership of teams up to 15 members. Recognized for developing innovative GTM strategies that consistently deliver 30-50% revenue growth while optimizing customer acquisition costs by 15-20%. Adept at translating commercial marketing principles into mission-driven initiatives that enhance nonprofit impact, donor engagement, and community visibility. Skilled in C-suite collaboration, board governance, and stakeholder alignment to ensure marketing initiatives directly support organizational objectives and drive measurable outcomes. Bilingual English/Spanish.

EXECUTIVE VALUE PROPOSITION

- **Strategic Growth Driver:** Orchestrated integrated marketing initiatives that expanded market share by 30% and delivered 46% ROI improvement across a diverse portfolio of brands with budgets ranging from \$500K to \$3M+.
- **Marketing Transformation Leader:** Spearheaded digital transformation initiatives for 15+ organizations, modernizing marketing technology stacks and implementing data-driven decision frameworks that reduced customer acquisition costs by 35% while improving conversion metrics.
- **Dual-Sector Expertise:** Uniquely positioned at the intersection of commercial and nonprofit leadership, having directed revenue operations for mission-driven organizations resulting in 65% program revenue growth while simultaneously driving commercial success for consumer brands.
- **Stakeholder & Board Leadership:** Regularly present to C-suite executives and boards of directors to align marketing strategy with organizational objectives, securing buy-in for innovative approaches and \$1M+ in multi-year funding initiatives.

CORE COMPETENCIES

Strategic Leadership: P&L Responsibility | Executive Leadership | Cross-Functional Team Direction | Digital Transformation | Strategic Planning | Change Management

Marketing Expertise: Omnichannel Strategy | Brand Architecture | GTM Strategy & Execution | Marketing Automation | Consumer Insights | Brand Storytelling

Operational Excellence: Revenue Operations | Marketing Technology Stack | Budget Optimization | Performance Analytics | MarTech Integration | Process Optimization

Nonprofit Leadership: Fundraising Strategy | Donor Development | Mission-Driven Messaging | Community Engagement | Impact Measurement | Board Governance | Strategic Partnerships

PROFESSIONAL EXPERIENCE

Founder & Principal, Marketing, Business, Nonprofit Consultant

Common Thread Digital – Santa Barbara, CA

05/2013 – Present

Provide executive-level marketing leadership and strategic direction to C-suite executives across multiple industries including consumer products, technology, financial services, and nonprofit sectors. Oversee marketing operations with full P&L responsibility for campaigns ranging from \$500K to \$3M+ in annual spend.

Strategic Leadership:

- Orchestrated comprehensive marketing transformations for 15+ organizations, directing cross-functional teams of up to 12 specialists to implement data-driven strategies that consistently delivered 30-50% ROI improvements.
- Championed digital infrastructure modernization initiatives, integrating advanced CRM systems and marketing automation platforms that increased lead generation efficiency by 35% and improved customer retention metrics.
- Established executive-level KPI frameworks for measuring marketing effectiveness, presenting quarterly performance analyses to boards and leadership teams to secure ongoing investment.

Business Intelligence & Operations:

- Advanced: Salesforce, HubSpot CRM, Asana, Monday.com, Jira, Microsoft Office Suite
- Proficient: Tableau, PowerBI, Slack, Google Workspace

Financial & Operations Management:

- Advanced: QuickBooks, Sage, P&L Management, Budget Forecasting, ROI Analysis
- Proficient: Financial Modeling, Resource Allocation, Marketing Budget Optimization

Content Development & Creative Direction:

- Advanced: Adobe Express, Canva, WordPress, Wix, Squarespace
- Proficient: Photoshop, Video Production (CapCut, iMovie, Final Cut Pro)

EDUCATION & CERTIFICATIONS

B.A. in Sociology & Communications

University of California, Santa Barbara, CA

A.A. in Liberal Arts

Oxnard College, Oxnard, CA

Professional Certifications:

- Digital Marketing Executive Program, Northwestern University
- Strategic Leadership for Nonprofit Executives, Harvard Extension
- Google Analytics Certification
- HubSpot Marketing Automation Certification