

HENRY DEMASCO

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GROWTH MARKETING | USER ACQUISITION | PERFORMANCE MARKETING

I'm a Director of Marketing with 4+ years of experience in growth strategy, user acquisition, performance marketing, and other key marketing competencies within a variety of industries. A self starter, I leverage this background and my broader perspective to craft compelling stories across channels about brands I believe in.

RELATED SKILLS

- **CRM & Marketing Automation:** Airtable, Asana, Basecamp, Hubspot, Salesforce, Trello.
- **Campaign Management:** AdEspresso, Facebook Ads Manager, Google Ads, Hootsuite, MailChimp, SendGrid.
- **CMS & Design:** CSS, HTML, Illustrator, InDesign, Keynote, Photoshop, PowerPoint, Squarespace, WordPress.
- **Analytics & SEO:** A/B Tests, Excel, Google Analytics, Moz, Optimizely, Yoast.

PROFESSIONAL EXPERIENCE

Director of Marketing, San Francisco, CA

August 2019 – Present

Side

- Leads growth strategy, user acquisition, and external communications for Side's founding real estate team, contributing to \$130M in projected annual revenue.
- Grew inbound lead volume organically by 30% MoM while cutting paid lead gen spending by 70% to date.
- Spearheaded data-driven social media strategy, resulting in an 80% overall increase in followers to date.
- Communicates product feedback to the enterprise customer success team, driving better customer engagement.

Director of Marketing, San Francisco, CA

January 2019 – June 2019

Compass

- Led growth strategy, demand gen, and sales enablement for San Francisco's #5 individual real estate agent, managing a \$200K marketing budget and contributing to \$120M in annual revenue.
- Directed channel strategy for six-month demand gen campaign, delivering \$6M+ in revenue and 75x ROI.

Marketing Advisor, San Francisco, CA

July 2018 – December 2018

Compass

- Consulted 35+ top-producing real estate agents and teams, retaining \$600M+ in annual revenue.
- Onboarded 100+ new agents to support successful company launches in Seattle and in Bay Area subregions.

Assistant Account Manager, San Francisco, CA

April 2017 – May 2018

Godfrey Dadich Partners

- Managed editorial strategy and internal design process for National Geographic Magazine redesign, which reached 6M U.S. subscribers and 100M+ Instagram followers via the launch video.
- Drove campaign execution and creative project management for InterSystems, retaining \$2.1M in annual revenue.
- Coordinated new business operations for the firm's CMO, creating a pipeline of nine new client engagements.

Strategy Intern, San Francisco, CA

January 2017 – April 2017

Siegel+Gale

- Led sales enablement research for response to RFP presentation to Wells Fargo, winning \$2.5M in annual revenue.
- Contributed to customer journey and messaging matrices for product launch of a new Wells Fargo credit card.
- Conducted customer interviews and research for pro bono rebranding of the Boys & Girls Clubs of San Francisco.

PROJECTS

Growth Consultant, San Francisco, CA

February 2020 - March 2020

WeAdmit.io

- Developed core messaging matrices for college test prep solutions startup's outreach to high school parents.

EDUCATION

M.Phil., Classical Archaeology, Oxford University, Oxford, UK. Awarded Distinction.

Coursework in Classics, Chemistry, and Physics, Harvard University, Cambridge, MA. 3.7 GPA.

B.A., Classical Studies, Edinburgh University, Edinburgh, UK. 3.67 GPA.

HOBBIES & INTERESTS

Soccer, fluffy dogs, historical period dramas, chocolate, cooking Italian food, learning languages, puzzles.