

HENRY ROSAS-CURRY

Henry.Rosas@gmail.com | (805) 701-8901

SUMMARY

TRANSFORMATIONAL NONPROFIT & FOR-PROFIT EXECUTIVE DRIVING STRATEGIC GROWTH AND COMMUNITY IMPACT

As a seasoned executive with over two decades of experience, I bring a passion for driving meaningful change and creating sustainable impact. My expertise lies in building strong partnerships, securing vital funding, and leading innovative programs and initiatives that serve communities effectively. Known for my hands-on approach and ability to navigate challenges, I prioritize fostering collaboration and inclusivity in all that I do. Fluent in English and Spanish, I am deeply committed to advancing equity and empowering people to thrive.

KEY SKILLS

- Strategic Planning and Ideation
- Business Operations
- Innovation Management
- Nonprofit Leadership
- Board Development
- Entrepreneurial Mindset
- Revenue Operations & Budgeting
- Partnership & Business Dev.
- Fundraising & Grant Writing
- Stakeholder Engagement
- P&L Management
- Contract Negotiation
- Digital & Traditional Marketing (SEO, PPC, Social Media, Media Buying)
- Branding
- Customer Relationship Management (CRM)
- Data Analysis
- Project Management
- Program Dev & Management
- Nonprofit Programming
- Bilingual Proficient - English and Spanish

PROFESSIONAL EXPERIENCE

Deputy Executive Director & Director of Marketing

Pilgrim Terrace and The Terrace Foundation – Santa Barbara, CA

09/2017 – 09/2024

Responsibilities:

- Directed strategic planning initiatives, aligning operations with organizational missions to ensure long-term sustainability.
- Managed a \$1.2 million budget for Pilgrim Terrace and \$750,000 for The Terrace Foundation, overseeing all program, operational, and financial aspects, including budgeting, compliance, and payroll.
- Designed and executed innovative marketing campaigns, leveraging data analytics and storytelling to significantly enhance brand visibility, boost donor engagement by 28%, and expand reach through targeted strategies and cutting-edge digital tools.
- Cultivated relationships with stakeholders, public officials, high-networth donors, and community leaders to foster collaboration and enhance outreach.
- Developed and guided board governance strategies, increasing participation and alignment with strategic goals.

Accomplishments:

- Secured over \$1 million in funding through grant writing, resource mobilization, and strategic partnerships, and donor engagement and management.
- Achieved a 65% increase in program revenue by implementing new community-focused services.
- Reduced operational costs by 32% while maintaining high program standards.
- Increased donor contributions by 47% through targeted engagement strategies.
- Designed programs that reached thousands annually, improving effectiveness by 40% through data-driven assessments.

Marketing & Business Consultant

Common Thread Digital – Santa Barbara, CA

05/2013 – Present

Responsibilities:

- Designed and executed comprehensive omnichannel marketing strategies for Fortune 500 companies, nonprofits, and SMBs, integrating advanced tools and innovative techniques to achieve tailored client outcomes.
- Spearheaded digital transformation initiatives, aligning marketing operations with sales, branding, and business objectives to drive consistent growth.
- Delivered high-impact analytics and performance insights, leveraging AI-driven tools and predictive modeling to optimize ROI and campaign effectiveness.
- Implemented scalable digital infrastructures, including CRM and automation systems, to enhance operational efficiency, customer retention, and lead generation.
- Collaborated with cross-functional teams to ensure alignment between marketing strategies and broader business goals, fostering synergy across operations.

Accomplishments:

- Increased client ROI by 90% through multi-platform digital marketing strategies, integrating advanced audience segmentation and performance tracking tools.
- Reduced acquisition costs by 18% by leveraging AI-driven analytics and refining campaign targeting for higher efficiency.
- Boosted global brand visibility by 40% through dynamic content strategies, including video storytelling and interactive media campaigns.
- Introduced innovative analytics solutions, achieving a 20% increase in campaign efficiency and enabling real-time performance adjustments.
- Designed award-winning, multi-channel campaigns that grew client market share by 30%, establishing benchmarks for creativity and impact within competitive industries.
- Developed scalable digital marketing infrastructures, integrating automation and CRM systems to enhance lead generation and customer retention.
- Orchestrated cross-functional marketing strategies that aligned business operations, sales, and branding efforts, driving consistent growth and operational synergy.
- Delivered executive-level insights and reports to C-suite stakeholders, shaping strategic decision-making and long-term business growth.

Director of Sales & Client Services

newBrandAnalytics (Acquired by Sprinklr) – Washington, D.C.

01/2012 – 03/2013

Responsibilities:

- Built and led a high-performing team of 21 sales and client service professionals, driving revenue growth and surpassing performance benchmarks.
- Designed and implemented CRM workflows to optimize lead generation, client engagement, and account management efficiency.
- Collaborated with marketing, product, and finance teams to align strategic initiatives with overarching business goals, ensuring seamless execution and measurable success.
- Accomplishments:
 - Delivered \$3.4 million in revenue with an average 15% quarter-over-quarter growth by driving strategic account expansion and effective sales strategies.
 - Achieved a 90% client retention rate by implementing personalized engagement plans and exceeding client expectations, contributing to a 25% increase in revenue from existing accounts.
 - Increased upsell opportunities by 20% through innovative consultative sales techniques and tailored client solutions that addressed unique business needs.

Director of Business Development

Mevio Video Content Platform – San Francisco, CA

06/2009 –11/2010

Responsibilities:

- Spearheaded strategic partnership initiatives, securing high-value collaborations that drove significant revenue growth.
- Developed and executed innovative multi-channel marketing strategies, integrating digital platforms and in-person engagements to maximize partner reach and engagement.
- Identified and pursued untapped revenue opportunities, employing creative and resourceful strategies to surpass organizational targets.
- Collaborated with cross-functional teams to align partner objectives with overarching business goals, ensuring sustainable success.

Accomplishments:

- Generated \$3.5 million in revenue by strategically scaling operations and forming key partnerships that strengthened market position.
 - Expanded market reach by 17% in under three months through targeted campaigns and effective stakeholder engagement.
 - Designed and implemented a streamlined partner onboarding process, reducing time-to-activation by 60% and enhancing collaboration efficiency.
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Volunteer & Community Engagement

- Led initiatives addressing food insecurity, including organizing community meal programs and securing sustainable funding sources.
 - Deeply committed to improving the quality of life for low-income seniors through innovative programs, community engagement, and resource advocacy, ensuring access to essential services and dignified support.
 - Coordinated efforts to combat food deserts by partnering with local businesses and nonprofits to provide fresh produce to underserved areas.
 - Mentor and advisor to emerging nonprofit leaders, focusing on strategic planning, fundraising, and organizational growth.
 - Actively engaged in nonprofit causes addressing food insecurity, children's education, human rights, environmental sustainability, and fighting food deserts.
 - Supporter of local initiatives promoting community wellness and sustainability.
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EDUCATION

B.A. in Sociology & Communications

University of California, Santa Barbara, CA

A.A. in Liberal Arts

Oxnard College, Oxnard, CA

TECHNICAL SKILLS

- CRM Tools: Salesforce, HubSpot, Zoho CRM
- Marketing Platforms: Google Ads, Facebook Ads, LinkedIn Ads, TikTok Ads, Instagram Ads
- Analytics: Google Analytics
- Design Software: Adobe Creative Suite & Canva
- Project Management: Asana, Monday.com & Jira
- Fundraising & Donor Management: DonorPerfect, Bloomerang
- Financial Management: QuickBooks & Sage
- Automation Tools: Zapier, Make (formerly Integromat)