



HENRY ROSAS-CURRY

ABOUT ME

I'm Henry Rosas-Curry, founder of Common Thread Digital. With over 20+ years of marketing leadership, I partner with organizations as their Fractional CMO or Marketing Manager. My focus is on integrating with your team, creating a strategic plan in order to drive measurable revenue growth, and building systems that improve over time. I combine strategy with execution, helping both nonprofits and for-profits achieve their goals.

WHY WORK WITH ME?

REVENUE GROWTH	Every strategy I create is designed to increase your bottom line.
DATA-DRIVEN	I rely on analytics, not guesswork, to make decisions and report results.
OPERATIONAL EFFICIENCY	I streamline marketing systems and processes to maximize ROI.
TEAM INTEGRATION	I don't sit on the sidelines. I become part of your team and culture.
FULL STACK MARKETING	From traditional campaigns to digital omnichannel strategies, I execute across every channel.

MY APPROACH

- **Audit & Plan:** I start with a deep dive into your current marketing, goals, and market position.
- **Strategic Roadmap:** I define clear KPIs, timelines, and revenue targets.
- **Execution & Oversight:** I lead campaigns, guide your team, and ensure execution aligns with strategy.
- **Reporting & Scaling:** I use data to measure impact, refine systems, and scale what works.

WHO I HELP

- Businesses in growth mode that can't yet hire a full-time CMO.
- Nonprofits seeking revenue-driven strategies and donor growth.
- Companies entering new markets or launching new products.
- Teams needing leadership, systems, or marketing execution support.

FLEXIBLE ENGAGEMENT MODELS

- **Full-Scale Fractional CMO:** Complete strategic leadership across your marketing function.
- **Fractional Marketing Manager:** Targeted support for specific campaigns, initiatives, or team execution.
- **Interim Leadership:** Short-term leadership during transitions or restructuring.

WHAT YOU CAN EXPECT

- Revenue growth tied directly to marketing efforts.
- Smarter, data-backed decisions that save time and money.
- Systems that improve over time, giving you efficiency and scalability.
- A clear roadmap that aligns marketing with your overall business goals.

