

HENRY ROSAS-CURRY

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SUMMARY

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

Visionary leader with over two decades of experience driving meaningful change, securing transformational funding, and building high-impact partnerships. Proven expertise in nonprofit leadership, business development, fundraising, and strategic marketing. Adept at engaging high-net-worth donors, increasing revenue streams, and leveraging innovative marketing and development strategies to achieve long-term sustainability. Fluent in English and Spanish, with a commitment to equity and community empowerment.

KEY SKILLS

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

PROFESSIONAL EXPERIENCE

Deputy Executive Director & Director of Marketing

Pilgrim Terrace and The Terrace Foundation – Santa Barbara, CA

09/2017 – 09/2024

Responsibilities:

- Strengthened donor engagement through tailored communication strategies, increasing private donor contributions by 55%.
- Established high-impact corporate and foundation partnerships, generating transformational funding growth.
- Directed strategic planning initiatives, aligning operations with organizational missions to ensure long-term sustainability.
- Designed and led an Annual Giving program, contributing to over 35% of total annual funds raised.
- 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-net-worth 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, strategic partnerships, donor engagement and ongoing management.
- Achieved a 65% increase in program revenue by implementing data-driven program expansion.
- Led grant-writing initiatives that secured multi-year funding commitments.
- 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 diverse clientele including 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 60% through multi-platform digital marketing strategies, integrating advanced audience segmentation and performance tracking tools.
- Reduced acquisition costs by 20% 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 35% 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.

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, the arts, children’s education, human rights, and environmental sustainability.
- Supporter of local initiatives promoting community arts, education, wellness, and sustainability.

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)