

# Dominic DeMaria

Social Media Director

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**Results-driven and highly resourceful professional with substantial experience in directing entire social media, content, and marketing strategies, aimed at raising brand awareness and recognition.**

Skilled in developing channel-level marketing strategies and leading multi-faceted campaigns across multiple platforms to bridge gap between company, customers, and global audiences. Creative-minded individual with solid competencies in creating compelling content and executing brand-right communication strategies to drive traffic / sales and maintain cross-channel brand affinity. Adept at contributing to customer acquisition efforts and promoting company's products / services through media outreach, speaking engagements, and social media support. Refined communicator with effective storytelling skills and ability to tell short- / long-term brand narratives, build strong public / media relations, and foster positive change within organization.

## Areas of Expertise

- Social Media Platform Analysis
- Strategic Planning & Execution
- Marketing Strategy Development
- Communication Plan Development
- Rebranding / Visibility Optimization
- Campaign Performance Tracking
- Performance Analysis & Reporting
- Content / Media Kit Creation
- Audience Engagement

## Professional Experience

Contractors Wardrobe, Valencia, CA

2020 – Present

Social Media Director

Develop social media strategy and monitor brand presence on various platforms, including TikTok, Instagram, Pinterest, YouTube, Facebook, Twitter (X), LinkedIn, and other emerging media channels. Collaborate with videographers to produce company's initial video and subsequent content for distribution on TikTok, Facebook, website, and other media platforms. Analyze and present monthly reports on social media and online marketing campaign performance to Management Team.

- Initiated rebranding of a 50-year-old organization.
- Achieved over 10M views on GIPHY brand page and maintained monthly Pinterest viewership of 350k.
- Drove 20% year-over-year sales growth for company from 2020 to 2022.
- Attained over 15M impressions through effective execution of social media and digital strategy.
- Spearheaded all facets of 50th Anniversary calendar of events, introducing new company branding, products, and first company-wide photo.
- Enhanced brand visibility by updating product descriptions for 700 items on Home Depot's website.

The Drugless Doctor, Los Angeles, CA

2012 – Present

Marketing Director

Oversee all marketing and content tasks for druglessdoctor.com, while crafting GTM strategies for upcoming digital and print releases. Create online marketing strategies using SEO, social media, and video campaigns for optimal results. Plan and execute national marketing campaigns to enhance visibility and sales.

- Edited four of Dr. Bob's eleven books, encompassing latest "Dr. Bob's Drugless Guide to Mental Health" and "Dr. Bob's Drugless Guide to Balancing Female Hormones," currently ranking #1 in category on Amazon.
- Boosted 50% DruglessDoctor.com's online store sales from 2020 to 2023.
- Pioneered initial health plan on YouVersion, the Bible App, with over 170k downloads, and currently managing nine plans.

Oasis Church, Los Angeles, CA  
Social Media Director

2016 – 2019

Designed and improved unified social media plan for @OasisLA. Tracked data and analyzed outcomes by utilizing analytics tools, such as Hootsuite. Produced innovative content in close collaboration with graphic artists, photographers, and production coordinators.

- Obtained 190,000+ organic Instagram impressions during Legacy Nights (1/19) and secured Twitter (X) verification along with a permanent Snapchat location filter.
- Researched current cultural trends to execute monthly 360 publicity content campaigns for teaching series and conferences, enhancing brand engagement on local and global levels.
- Optimized brand engagement across platforms and elevated inactive social media accounts to over 12k Instagram followers through collaborative weekly content strategy.
- Cultivated strong connections with bloggers, online media outlets, and social media influencers to foster brand visibility and engagement.

## Additional Experience

Co-Founder, Vujà Dé Studios, Los Angeles, CA

*Crafted creative briefs, developed strategies, and produced compelling copy. Served multiple clients, such as Generosity.org and La Jolla Film Festival, showcased in Social Media Week LA and Princeton Theological Review.*

English Language Instructor, Nova Intercultural Institute, Tokyo, Japan

*Developed and delivered tailored lessons for 500 Japanese learners, spanning ages 3 to 80. Focused on enhancing practical, creative, and social English conversational abilities.*

## Education

Master of Business Administration in International Marketing

Groupe École Supérieure Libre des Sciences Commerciales Appliquées, Paris

Bachelor of Science in Marketing

Messiah University, Grantham, PA

## Technical Proficiencies

Microsoft Office Suite | Google Suite | Adobe Creative Cloud | IMG Play | VSCO | Over | CapCut | Social Media Platforms (TikTok, Instagram, YouTube, Pinterest, GIPHY, Twitter (X), Facebook, LinkedIn, BeReal) | Google Analytics