

Dominic DeMaria

Marketing Leader

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Performance-oriented and dedicated professional with extensive experience in driving brand development, product marketing, and strategic communications across diverse industries.

Remarkable efficiency in developing and executing digital marketing strategies, product positioning, and comprehensive social media campaigns across multiple platforms. Skilled in enhancing brand visibility, optimizing customer engagement, and leading cross-functional teams to achieve business objectives. Proficient in market research, data-driven decision-making, and leveraging SEO, SEM, and content marketing to drive measurable results. Adept at managing product launches, brand development, and optimizing online presence to elevate customer experience and increase ROI. Strong background in influencer marketing, content creation, and strategic communications, with deep understanding of B2B and B2C marketing dynamics.

Areas of Expertise

- Marketing Planning & Execution
- Team Leadership & Development
- Budget Management & Forecasting
- E-commerce Strategy & Optimization
- Community Engagement
- Product Positioning & Messaging
- Public Relations & Media Outreach
- Customer Journey Mapping
- Cross-functional Collaboration
- Sponsorship & Event Branding
- Brand Identity & Expansion
- Content Creation & Curation
- Event Marketing & Management
- Paid Social Advertising
- Demand Generation

Professional Experience

Contractors Wardrobe, Valencia, CA Marketing Specialist

2025 – Present

Direct execution of quarterly executive management training weekends for 60+ attendees, overseeing the development of branding materials and vendor relations. Lead introduction of seven new products, driving content creation (social media campaigns, new web pages), coordinating third-party deliverables (3D renderings, animation videos), and securing legal protection (trademark registrations).

- Boosted over **30M** impressions across platforms such as Instagram, Facebook, Twitter, and LinkedIn by leading targeted social media campaigns that leveraged creative content, influencer partnerships, and paid advertisements.
- Launched multiple products that directly contributed to generating **100M** in retail sales by implementing strategic marketing efforts, coordinating with sales teams, and leveraging data-driven insights
- Managed integration of **500** new SKU items on Home Depot's website, leading the creation of new product images, optimizing descriptions with SEO keywords for enhanced online sales, and collaborating with third-party vendors and consulting agencies.
- Partnered with President, Founder, and C-suite to present strategic recommendations and enhance executive visibility through LinkedIn content.

Contractors Wardrobe, Valencia, CA Social Media Director

2020 – Present

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.

- Achieved over **20M** 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 **30M** 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

Marketing Director

2012 – Present

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 2023 to 2025.
- Pioneered initial health plan on YouVersion, the Bible App, with over 200k downloads, and currently managing **eleven** 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, France

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 | AI Tools: OpenAI, Claude, Midjourney, Gemini