

# Dominick Costa

Newport, RI. U.S.A | 508.558.8250 | dom@domcosta.com | [LinkedIn Profile](#)

**Director of Demand Generation & Vetted Growth Marketer:** Performance marketer with extensive experience in SaaS and enterprise retail, demonstrating a strong ability to drive growth through strategic initiatives. Proven track record in increasing organic traffic and achieving ambitious goals in SEM and Paid Social Media. Notably, grew Blue Triangle's marketing-generated pipeline from \$0 to over \$1.3 million in 2023, and nearly doubled that in 2024. We've also maintained a remarkable net retention rate of 90% and achieved an NPS score above 60. Experienced in building effective landing pages, managing complex campaigns, and developing account-based marketing (ABM) strategies. I am adept at budgeting and managing small teams, ensuring alignment across functions to drive results. My proficiency with various martech tools enhances my ability to deliver measurable outcomes and support overall business objectives with little training.

## Core Competencies

- Paid Search Management
- CMS & CRM Management
- Trello & Asana
- ABM (Account Based Marketing)
- Podcast Production & Management
- Revenue Growth & Expansion
- Enterprise & Mid-Market Account Management
- Performance Marketing, Brand Building, Growth
- SEO (Search Engine Optimization)
- New Account Acquisition
- Google & Adobe Analytics
- Paid Social (LinkedIn Ads, Meta Ads, etc.)
- Email Deliverability
- Contract Negotiation
- Cross-Functional Collaboration
- Revenue Operations

## PROFESSIONAL EXPERIENCE

**Blue Triangle** | September 2022 – Present

### *Director of Demand Generation*

#### ***Growth Marketing for SaaS StartUp (SEM, SEO, Paid Social, Outbound Sequencing)***

*Organized and constructed comprehensive marketing strategies for demand generation, targeting prospects, customers, and partners throughout the purchase cycle. Ensuring alignment with global strategy and growth objectives, led insight-driven initiatives according to the Ideal Customer Profile (ICP). Actively contributed to global marketing efforts, monitoring effectiveness in meeting sales goals.*

- **Media Planning & Budgeting:** Spearheaded quarterly media planning and responsible for quarterly budgeting of all planned media.
- **Crafted Messaging:** Wrote message briefs to align with our core narrative and applied those to ads and outbound sequences to achieve growth goals.
- **Built Digital Experiences:** Built and maintained landing pages that communicated clear desires from web visitors while monitoring performance metrics to propel the site's user experience.
- Ensured campaigns achieved clear objectives, and was challenged to consistently justify spend against our department goals monthly. Worked toward optimal channel utilization, and maximum ROI.
- **Data & Reporting Expert:** Responsible for reporting outcomes to executives, updating KPIs and building dashboards to track progress in real time. Consistently analyzed data for optimal performance and to expand our reach.
- **Audience Building:** Planned & developed audience lists for use in an ABM strategy that progressively moved targets through an engagement model that achieved SQLs and closed/won business.
- **Developed Pipeline:** Successfully achieved over \$1.3 million in new pipeline from scratch in my first year. Set to nearly double that in 2024 while assisting other teams to retain and upsell business. Ended last quarter with an NPS score >60 and a net retention rate >90%
- **Management Experience:** Managed a team of 2, meeting daily to share progress and updates on campaigns to ensure proper project management and content deadlines. Held weekly 1-on-1 meetings with my team members.
  - Key Skills: Google Ads, Meta Ads, LinkedIn Ads, Google Analytics, SEO, HockeyStack, Asana, HubSpot, & more.

## PAST PROFESSIONAL EXPERIENCES

**Intero Digital (formerly Titan Growth) | July 2017 – September 2022**

### **Lead SEO & PPC Project Manager, Enterprise Accounts**

**Strategized, budgeted, & managed a team that executed campaigns for client growth goals in an agency environment.**

*Managed \$5 million in revenue in a senior role, ensured client success through digital marketing expertise, and led team development. Proficient in SEO, SEM, PPC, Email, and Social Media, with certifications in Google Analytics and Ads.*

- **Promoted to Senior Role:** Elevated to a senior position, showcasing leadership and expertise in omni channel digital marketing. Previously a Paid Search & SEO Project Manager serving SMB accounts. Achieved the top position on my team before being promoted to enterprise accounts in a supervisory role at our sister company.
- **Managed Over \$5 Million in Annual Revenue:** Oversaw significant revenue streams, demonstrating effective financial management and strategic planning to drive growth for the agency.
- **KPI Reporting and Communication:** Regularly presented updates on key performance indicators, ensuring transparent communication of progress and challenges across multiple platforms, including CRMs, Google, & Paid Social tools.
- **Client Advocacy in Digital Marketplace:** Actively advocated for client success, leading initiatives that improved digital presence and campaign effectiveness, enhancing overall client satisfaction. Notably held the best retention rate on my team for several quarters.
- **Google Analytics and Ads Certified:** Achieved certifications in Google Analytics, Ads, & Campaign Management, leveraging expertise to optimize campaigns and drive measurable results.
- **Continuous Education on Digital Trends:** Committed to ongoing professional development. Stay informed on the latest trends in SEO, SEM, PPC, Email, and Social Media, ensuring innovative strategies are deployed.
- **Training and Development of Workflows:** Responsible for training team members and developing streamlined workflows, improving operational efficiency and team collaboration.
- **Team Player with Strategic Insight:** Contributed as a collaborative team member with a solid understanding of both micro and macro aspects of the agency business model, enhancing team dynamics and project outcomes while managing a team of 3 analysts who assisted in client campaign goals. Responsible for pushing my team to meet deadlines, maintain morale, and ensure workplace training and advancement.
  - Key Skills: Google Ads, Meta Ads, LinkedIn Ads, Google Analytics, SEO, Trello, HubSpot, & more.

**Lila Delman Real Estate | May 2015 – July 2017**

### **Brand Manager**

**Oversaw brand activities and all digital marketing efforts on behalf of a large scale real estate firm.**

*Maintained brand standards while collaborating with realtors and stakeholders to create visual aids showcasing market superiority, successfully meeting deadlines, ensuring brand consistency across national and international affiliations, and managing vendor relationships for effective digital marketing representation.*

- **Promoted to Senior Role:** Hired as a Digital Marketing Coordinator, leadership promoted me within my first year to Brand Manager, affirming my ability to solve business problems and maintain a digital portfolio that included a new website launch, email marketing, PPC, print, earned media/publicity, and Social Media.
- **Successfully Launched a New Website:** Assisted our Marketing Director with the content, design, functionality and reliability of a new website launch.
- **Grew newsletter Subscriptions:** Produced a content calendar that filled newsletters with thought provoking materials and assisted in designing ads to promote newsletter sign ups.
- **Advocated to Stakeholders:** Worked closely with REALTORS to ensure properties were advertised across mediums we controlled or bought. Ensured clients were satisfied with advertising and consistently produced reports on advertising.
- **Data Analysis & Visualization:** Analyzed and developed narratives from large data sets: Responsible for assessing state-wide real estate sales data to develop quarterly, & annual reports showing market superiority for the firm.
- **Formal Presentation Skills:** Responsible for leading Agent trainings, attending conferences to develop new skills and attending high stakes listing appointments with high net worth individuals for a marketing voice all while advocating for our REALTORS and the greater firms success.
  - Key Skills: Meta Ads, Google Analytics, SEO, Broker Metrics, Clarity, WordPress, Constant Contact, Asana, HubSpot, & more.

Amica Mutual Insurance Company | May 2014 – May 2015

*National Life Sales Representative*

***Developed a Book of Business Selling Life Insurance to Individuals in 48 U.S. States***

*Worked to promote the Amica brand and develop Life Insurance sales. Consistently met quotas and perfected scripts while dialing 100+ calls per day. Successfully passed licensing examinations for 48 states in the U.S. and graduated internal corporate sales trainings to earn my position on the inbound call line.*

- **Developed New Business:** Successfully promoted the Amica brand to consumers nationwide, expanding market reach. Consistently met quota during my tenure. Oftentimes exceeding expectations.
- **Targeted Customer Segments:** Focused on both an internal customer base and a broad market, enhancing brand visibility and engagement. Often called to follow up on marketing campaigns run in segmented U.S. regions.
- **Consumer Education:** Educated clients on product offerings and provided tailored advice based on individual financial goals through interviews and needs analysis.
- **Training and Licensing:** Completed a ten-week training and licensing course, demonstrating commitment and achieving success.
- **Exceeded Performance Goals:** Consistently met and often exceeded performance goals, showcasing measurable success in the role while challenging scripts to be more effective.
  - Key Skills: Sales, Salesforce, CRM, Life & Health Insurance, Call Scripting, Developing Pipeline, Organizational Planning, Internal & External Communications, & more.

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**TECHNICAL SKILLS**

CRM • CMS • HubSpot • ZoomInfo • Apollo • Cognism • LinkedIn • Outbound Email • SEO • Google Tools • SEM • Paid Social • Asana • Trello • SEM Rush • MetaData • Google Analytics • Hockeystack • 6Sense/Bombora • Many more tools in my toolbelt!

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**EDUCATION**

**Business Administration** | Bachelor's | Salve Regina University

**Marketing (Double Major)** | Bachelor's | Salve Regina University