

Marcellino D'Ambrosio

CREATIVE AND PRODUCT DIRECTOR

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Overview

An entrepreneur and innovator with a track record of successful advertising campaigns and product launches for leading social ventures and membership communities. Highly proficient across multiple disciplines including creative direction, team mobilization, and digital strategy.

Professional Experience

SENT VENTURES 2022 - PRESENT

DIRECTOR OF MARKETING AND COMMUNITY SUCCESS

Responsible for driving brand awareness, reaching new audiences, and delivering high-value event experiences to this community of Catholic founders and C-Suite executives.

- Increased membership by 36% through targeted social media campaigns and community engagement
- Boosted LinkedIn followers by 310% and email list by 146% through creative content development and targeted audience segmentation
- Launched SENT Summit for 120 attendees in 3 months, achieved a 78 NPS score, and increased Summit revenue by 102% in the second year

SHERWOOD FELLOWS 2014 - 2021

CEO/CMO

Established a brand strategy firm with a focus on promoting innovation and expanding membership for Catholic Apostolates and social ventures.

- Increased profit margin by 25% in 2020-2021 by optimizing sales, onboarding, and delivery processes
- Innovated a product suite and grew business revenue 50% year over year
- Strategized and executed hundreds of campaigns and launches, raising \$1 million for a leading US university, increasing the impact of a top foundation's grants by 72%, and driving 30k subscribers to an app launch in 48 hours through a multichannel ad campaign
- Conducted dozens of strategy sprints and offsites for executive leadership teams, providing pivotal strategic guidance
- Directed brand creative, product development, and launch campaigns for over 50 websites and apps
- Established and co-led the world's largest community of Catholic creative professionals entrepreneurs and financiers, culminating in a successful sale in 2020
- Hosted a premium leadership summit in partnership with top international NGOs, growing attendance by 100% year over year before community sale in 2020

Z INTERACTIVE 2013 - 2014

ACCOUNT MANAGER

Performed the role of Account Manager for a prominent digital marketing agency, handling a diverse portfolio of local accounts

- Conducted comprehensive brand audits for clients and developed compelling proposals for potential projects
- Executed market research, managed strategy, and ensured quality of all client deliverables
- Created and A/B tested emails, social posts, and landing pages

Education

AVE MARIA UNIVERSITY - NAPLES, FL 2007 - 2011

BACHELOR OF ARTS, LITERATURE & RHETORIC

- Orientation Leader 2009-2011
- RA 2010-2011
- Student Activities Board President 2009-2010

Skills/Interests/Miscellaneous

- Proficient with Adobe Suite, Figma, Sketch
- UX/UI Designer
- Spartan Races
- College Rugby (Team Captain)
- State Winning HS Cross Country (Team Captain)