

Dominick Costa

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Client-Centric Marketing Leader | Growth, Customer Success, & Account Management

Marketing professional with 10+ years of experience in in-house and agency environments. Proven ability to drive multimillion-dollar growth through SEO, SEM, Paid Social, and ABM, while excelling in client advocacy, relationship management, and cross-functional collaboration. Skilled at building trust with stakeholders, leading teams, and translating complex data into clear strategies. Recognized for driving retention, growing accounts, and balancing performance marketing expertise with strong interpersonal and communication skills.

Core Competencies

- Client Relationship Management & Retention
- Strategic Account Growth & Communication
- Paid Search & Paid Social Campaigns (Google, Meta, LinkedIn)
- SEO & Content Strategy
- Account-Based Marketing (ABM)
- Podcast Production & Management
- Enterprise & Mid-Market Account Management
- Contract Negotiation & Budget Oversight
- Data Storytelling & KPI Reporting
- Cross-Functional Team Leadership
- CRM & CMS (HubSpot, Salesforce, WordPress)
- Project Management (Trello, Asana)
- Revenue Growth & Expansion

PROFESSIONAL EXPERIENCE

Company: AllBooked | April 2025 – January 2026 (Leave after birth of my daughter)

Role: Director of Growth Marketing

Improved Paid Traffic Quality and Increased Spend Efficiency by 19%

Director of Growth Marketing driving full-funnel strategy for a SaaS booking platform. Expert in demand generation, paid media, SEO, email, CRO, and content marketing to grow trials, MQLs, and revenue. Skilled in data-driven experimentation, cross-functional collaboration, budget management, and launching organic social and newsletter programs to maximize engagement, CAC efficiency, and LTV.

- **Built and scaled demand generation and growth programs** that improved trial-to-paid conversions by 20% in 6 months, while aligning growth strategy with sales, product, and customer success.
- **Partnered with customer success to enhance client onboarding**, lifecycle marketing, and launched a user community to strengthen engagement.
- **Regularly presented performance outcomes to executives**, balancing technical depth with actionable insights for non-technical stakeholders, while advocating for the success of my team.
- **Managed marketing budget**, vendor relationships, and internal teams to maximize ROI.
 - Key Skills: HubSpot, Google Ads, Bing/Microsoft Ads, Meta Ads, SEO, Data analysis, Lifecycle Marketing, Organizational Planning, Internal & External Communications, Email Marketing, Client Retention.

PAST PROFESSIONAL EXPERIENCES

Company: Blue Triangle | 2022 – 2025

Role: 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.

- **Drove \$1.3M in pipeline in the first year** (nearly doubled in year two) through integrated campaigns across SEM, SEO, Paid Social, and outbound.
- **Served as a strategic partner to sales and product teams**, aligning campaigns with ICPs and client needs, contributing to >90% net retention rate.

- **Built and delivered KPI dashboards**, regularly reporting to executives and aligning campaign performance with revenue goals.
- **Managed and coached a team of 2 marketers**, fostering collaboration and professional development.
 - Key Skills: Google Ads, Meta Ads, LinkedIn Ads, Google Analytics, SEO, HockeyStack, Asana, HubSpot, & more.

Company: Intero Digital (formerly Titan Growth) | 2017 – 2022

Role: SEO & PPC Lead Account Manager, (equivalent to Account Director)

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

Managed \$5 million in agency 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.

- **Primary client partner for enterprise accounts**, managing \$5M+ in annual agency revenue and ensuring alignment between client objectives and campaign delivery while maintaining scope and growing accounts.
- **Consistently achieved highest retention rates on the team**, fostering long-term client relationships, and upsells.
- **Translated technical SEO, SEM, and Paid Media performance into clear strategies for client executives**, improving satisfaction and renewal outcomes.
- **Promoted to a senior role** for excellence in client outcomes, mentoring, and team management.
- **Managed and developed a team of 3 analysts**, building workflows and improving collaboration across departments.
 - Key Skills: Google Ads, Meta Ads, LinkedIn Ads, Google Analytics, SEO, Trello, Asana, HubSpot, & more.

Company: Lila Delman Real Estate | 2015 – 2017

Role: 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.

- **Collaborated with realtors, stakeholders, and high-net-worth clients** to manage all digital and offline marketing.
- **Advocated for stakeholders**, ensuring advertising outcomes met client expectations.
- **Presented market data and campaigns to executives**, agents, and clients to highlight firm's market leadership.
- **Promoted within the first year**, supporting website launch, campaign execution, and agent/client communications.
 - Key Skills: Meta Ads, Google Analytics, SEO, Broker Metrics, Clarity, WordPress, Constant Contact, Asana, HubSpot, & more.

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 tool belt!

EDUCATION

Business Administration | Bachelor's | Salve Regina University

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