

DOMINIC JOHN PERRI

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RELATED EXPERIENCE

Hollihock | New Bedford, MA

2015-Present

CEO, Founder + Director

- Created an annual three-day writers conference featuring New England writers and industry professionals
- Perform website design, marketing, publicity, SEO, social campaigning, scheduling, and event management
- Recently received a grant from the Island Foundation for our community-building initiative
- Tripled growth in three years

Alumni Ventures Group | Manchester, NH

Jan 2017-2019

VP of Marketing Communications (2019)

- Oversaw the development and execution of AVG's most important and visible fundraising marketing emails, helping the company grow to \$250M AUM in less than two years
- Helped support AVG's growth as the second most active venture capital firm in the country
- Increased interested investor CTA clicks from 5 clicks per month per newsletter to 50+ clicks per month per newsletter, and hit 1,000+ interested investor CTA clicks in a single month. Averaged ~750 interested investor CTA clicks per month across all funds.
- Sustained a 26+% Open Rate across 250k+ email subscribers in an industry with a 20.6% average
- Managed a production team of 5 members to create and execute social media, graphic design, branding, email content, and online web publications
- Supported portfolio services outlets for 200+ portfolio companies, including social media campaigns, email ad spots, unique articles, Q&As, and product promotions
- Implemented the aggregation and oversight of news related to AVG and 200+ portfolio companies, curating the content for delivery across web, social, email, fund managers, and top executives
- Developed our online digital magazine, wrote and oversaw the creation of over 50+ pieces of unique content to support fundraising initiatives
- Monthly reporting of email performance for the Communications department across unique digital content and email content
- Created our content calendar across a15+ products for social and digital channels, including writing and copy editing thought leadership pieces to influence potential investors and drive traffic to AVGFunds.com

Director of Marketing + Communications (2017-2019)

- Oversaw the branding for 15+ funds, including creating names, logos, and brand guidelines for a company-wide implementation
- Managed and wrote 12+ fund-specific newsletters, the most successful fundraising tool for the company
- Designed event images, newsletter layouts and ads, mailers, letterheads, business cards, and other marketing materials
- Managed 75+ social media streams across Twitter, LinkedIn, and Facebook and directly monitored and responded to social comments
- Created content, including social media copy, long- and short-form articles, thought leadership pieces, industry tips, and more
- Daily correspondence between Partners, Principals, VPs, and Executives across the company for marketing initiatives
- Spearheaded large-scale company-wide initiatives, including the roll-out of a new analytics tool (Domo), a home for our brand style guidelines (Frontify), and the future hub for all creative content on AVGFunds.com

Dell EMC | Hopkinton, MA

2013-2016

Media Program Manager (2014-2016)

- Acted as a liaison between internal clients and the agency on media buys on all assets and deliverables for social, search, display, and content syndication
- Analyzed and optimized media activities across North America, Latin America, and EMEA to assure successful campaigns
- Organized and created social copy for Twitter, LinkedIn, Facebook, and Google+
- Ensured that all campaigns launched properly and were on-time with the proper materials provided by the internal clients
- Managed ad trafficking for 140 yearly campaigns by creating Excel spreadsheets that included unique tracking codes, GA tags, and social content for each media buy
- Alerted project managers to any pertinent upcoming issues in appropriate publications and troubleshooted issues that arised
- Monitored tracking codes to measure and evaluate the effectiveness of all advertising activities in Omniture and Google Analytics

HR Compliance Team (2013-2014)

Bay State Community Services | Quincy, MA

2009-2013

House Manager/Assistant Director (2011-2013)

- Delegated responsibilities, enforced policies, provided well-thought-out solutions that worked for the milieu, and implemented decisions that improved the overall program
- Oversaw a staff of 25

- Interviewed, hired, scheduled, trained, and instructed new staff members
- Oversaw the budget from week to week, making our program the most profitable branch at BSCS

Residential Counselor + Supervisor (2009-2011)

- Provided direct support to staff members and teenagers at the Plymouth S.T.A.R.R. treatment center

Bandsintown (Acquired in 2011) | Boston, MA

2006-2008

Community Management + Business Development

- Furthered the company's online notoriety by contacting media publications to write about Bandsintown
- Built relationships with various online social media companies and searched for new markets to break into
- Pivotal creative consultant on the music business side and how to best integrate the product into different online platforms
- Gave insight into the best direction for the company, how to build the brand, and eventually was a catalyst in why they gained a financial backing from a startup incubator
- Copyedited emails, marketing plans, a business plan, and other internal documents for the CEO

EDUCATION

Goddard College | Plainfield, VT
Master of Fine Arts in Creative Writing

2014

Northeastern University | Boston, MA
Bachelor of Science in Music Industry / Business

2005

PUBLICATIONS & AWARDS

"Hollihock Writers Conference: Three Days of Inspiration," EastBayRI	2016
"Write On!," New Bedford Coworking Blog	2016
"Writers Conference Fills a Need for New Bedford's Artist Community," SouthCoast Today	2015
"UMass Dartmouth Connects a Creative Community," Dartmouth Village Soup	2015
Literature Artist Fellowship Grant, Somerville Arts Council	2014
Artist Grant, Vermont Studio Center	2014

PERSONAL SKILLS

Google Analytics certified, HubSpot, WordPress, MailChimp, HootSuite, Buffer, Frontify, Adobe Creative Suite, proficient in Microsoft Office Suite, elevated grammatical skills, deep social media knowledge, PR, event management, graphic design, branding, logo creation, copy editing, excellent written communication skills, punctual, computer and technical fluency, heightened creativity, entrepreneurial mindset