

# David G. Castro

## Marketing Manager

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As an email marketer of ten years, I have experience of designing, developing, project managing, and analyzing a variety of dynamic, transactional, promotional, and lead nurturing email marketing campaigns for global markets; through an assortment of email service providers and marketing automation tools (Salesforce Marketing Cloud, Marketo, Eloqua, Responsys, Mail Chimp).

### Recent Work Experience:

- **Marketing Manager @ CoStar Group, Inc.** – San Francisco, CA April 2018 – Present
  - Owned the email marketing channel for the LoopNet brand.
  - Used Salesforce Marketing Cloud's (SFMC) Email Studio, Automation Studio, and Journey Builder to developed, and analyzed an assortment of dynamic email campaigns.
    - Which included but not limited to Ad-hoc campaigns, Welcome Series for Listers and Searchers, Up-Selling, and Notification Campaigns for the North America market.
  - Provided a monthly "Recent Email Sending Summary" for my manager and executive staff.
    - After analyzing and translating the individual campaign's month(s)-over-month(s) metrics. Developed and executed a series of targeted segmentations and A/B Tests to increase Unique Click-Through Rates and Conversion Rates.
  - Email consultant on the other CoStar Group's brands
    - CoStar.com, Apartments.com, CityFeet.com, Showcase.com & BizBuySell.com
  - <http://www.LoopNet.com>
- **Email Marketing Specialist @ Tesla, Inc.** – Fremont, CA. November 2015- October 2017
  - Developed and implemented the standardization and process on how an Email Campaign is requested, executed, and analyzed for Event Marketers and Global Marketing Managers in the North America (NA) and Asia Pacific (APAC) markets.
  - Developed Automated Lead Nurturing Campaigns for the NA & APAC markets
    - Welcome Series, Re-Engagement, Up-selling, and Notification Campaigns
  - Had end-to-end ownership of a variety of successful global marketing campaigns. In which I designed and developed responsive HTML email templates, Marketo campaign templates.
  - Drove and optimized key traffic and revenue metrics including CTR, open rates, incremental revenue lift, engagement and retention through targeted segmentation and SQL queries.
  - <http://www.tesla.com>
- **My additional work experience**, please visit my LinkedIn page
  - <https://www.linkedin.com/in/davidgcastro/>

### Education

CALIFORNIA STATE UNIVERSITY, MONTEREY BAY

- Master of Science Management and Information Technology (MIT) – Spring 2008
- Bachelor of Science with Distinction Telecommunication Multimedia and Applied Computing (TMAC), Focus: Web Design & Development – Spring 2005