

# Hedda Damasco

San Francisco, CA | [LinkedIn](#) | 650-732-7799 | [hmdamasco@gmail.com](mailto:hmdamasco@gmail.com) | [Portfolio](#)

## EXPERIENCE

---

### SpaceLab

#### **Marketing Intern**

02/2023 – Present

- Conducted extensive research and interviews with donors and members to develop precise target audience personas, informing highly effective marketing content that increased donations and support for the organization.
- Designed and executed A/B tests for ads, utilizing data-driven insights to measure user engagement and improve overall marketing strategy, resulting in increased success of social media and advertising platforms.
- Established and executed a comprehensive social media strategy that exceeded engagement targets, including content creation, scheduling, and community management across multiple platforms.
- Analyzed the performance of newly launched Google ads and determined the highest performing type, maximizing ROI and improving future ad strategies.
- Assumed full ownership of the "Meet the Team" campaign as directed by senior management, consistently delivering quality results and demonstrating a strong understanding of marketing and communication strategies.

### University of San Francisco

#### **Marketing and Communications Graduate Assistant (Center for Global Education)**

02/2022 - Present

- Ensures website content accurately reflects the university vision and mission, utilizing a content management system and collaborating with stakeholders to update Global Immersion program information.
- Designs visually appealing recruitment posters and infographics for the website, Instagram, and student newsletters to attract and engage prospective students.
- Completed WCAG 2.0 AA Accessibility Guidelines training to ensure digital content is accessible for all users.
- Developed Peace Corps website from scratch, adhering to branding guidelines, and launched the program in February.

### Good Harvest Marketing

#### **Marketing and Communications Consultant**

03/2021 - Present

- Write website copy for Good Harvest Marketing clients, utilizing a "direct response copy" approach for interior designers focused on long-term marketing strategies.
- Develop evergreen content to keep clients' websites updated and informative for months or even years.
- Create monthly newsletters for private clients via MailChimp, targeting six-figure income earners.
- Write blogs, testimonial collaterals, and newsletters for internal marketing purposes using Keap.
- Repurpose content for short-term social media campaigns on Facebook, Instagram, and LinkedIn.

### Ford Motor Company

#### **Marketing Lead (Ford Service)**

02/2017– 03/2022

- Developed and implemented successful marketing programs for 49 dealerships, resulting in \$1.6M in monthly wholesale revenue by analyzing customer behavior, and market trends, and collaborating with cross-functional and global teams.
- Orchestrated a 360-campaign to enhance Ford Service's brand perception, utilizing social media influencers, press releases, and effective dealer and customer communication, resulting in increased brand affinity and customer engagement.

# Hedda Damasco

San Francisco, CA | [LinkedIn](#) | 650-732-7799 | [hmdamasco@gmail.com](mailto:hmdamasco@gmail.com) | [Portfolio](#)

- Standardized the Ford Protect website across three ASEAN countries, ensuring seamless project implementation through collaboration with market leads and achieving company-wide recognition for enhancing customer satisfaction and improving work processes.
- Increased Extended Service Business market penetration from 4% to 11%, launched Premiumcare, and negotiated pricing with suppliers to fit marketing budget, resulting in \$2.6M in revenue for Ford and making Ranger Raptor the most popular selling vehicle.
- Served as the voice of Ford Service by writing dealer and customer communications distributed on various channels, prepared monthly town hall presentations and quarterly reviews which are presented to employees and senior management.

## Shell Oil Company

**Marketing Associate (Business-to-Consumer Lubricants)**

06/2015 – 02/2017

- Received Silver Anvil Public Relations award for developing and executing the "Master Mekaniko" loyalty program with over 5,700 participants nationwide, resulting in a significant 30% increase in quarterly sales.
- Led the successful implementation of various consumer programs, working closely with suppliers and account teams to create agency briefs, oversee execution, and present detailed post-program reports to senior management and distributors.
- Managed a \$1M annual brand budget for below-the-line activities, ensuring cost efficiency and timely payments to suppliers. Collaborated with Finance team to forecast brand costs and advised brand managers accordingly.
- Developed and distributed monthly newsletters to the ASEAN team to keep them updated on sales wins, opportunities, and brand updates.
- Spearheaded the Shell Advance Bike Fair launch, an annual event with over 2,500 attendees that celebrated motorcycle riders with a concert, raffle prizes, and booths. Worked with suppliers and creative agencies to plan and execute the event, which expanded to different regions in the Philippines over time.

## LEADERSHIP AND VOLUNTEER EXPERIENCE

---

<b>Public Relations Students Society of America</b> , Vice President, USF Chapter	05/2022 – Present
<b>University of San Francisco</b> , Volunteer, MAPC Media Group	09/2021 – 02/2023
<b>Ford Motor Company</b> , Employee Culture Skill Team Representative	01/2018 – 03/2022

## EDUCATION

---

<b>University of San Francisco, San Francisco, CA</b> <i>MA Professional Communication – Strategic Communication</i>	05/2023
<b>De La Salle University, Manila, Philippines</b> <i>BA Organizational Communication</i>	05/2015

**Professional Skillset** Adobe InDesign, Adobe Photoshop, Drupal Content Management Systems, Microsoft Excel, Microsoft PowerPoint, Mailchimp, Keap, JIRA, QlikView, Brand Management, Organizational Writing, Employee Communication, Research Methods, Digital Storytelling, Professional Communication Ethics, Crisis Communication, UX Research